

# BRISBANE CAT LOVERS FESTIVALS

**DEC – MARCH 2024**

**PR REPORT**



# INTRODUCTION

Tide was delighted to help launch the debut Cat Lovers Festival through a strategic public relations campaign.

By leveraging new and present media relationships, Tide generated and sustained media coverage in top tier Australian outlets across online, print, radio and broadcast.

We are excited to take you through results from December until March.

**THE RESULTS**

**146 x HITS**

**THE REACH**

**22,332,292**

# BREAKDOWN

20,022,947

39 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, Broadsheet, Urban List and Secret Brisbane. Additional coverage was achieved in frankie, Vision China Times, Busy City Kids and 1 x photo gallery with the Courier Mail.

60,000

2 x PRINT

Print coverage was secured in major news outlet VCT News and local news outlet The Barcoo Independent

1,744,920

18 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, Busy City Kids and Families Magazine.

504,425

87 x BROADCAST

Broadcast coverage was achieved over event weekend and in the lead up to it. This included a live interview with Jackson Galaxy on The Morning Show, and also an exclusive with Channel 10 the day before the event, including 2 x previews.

\*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.

# EDITORIAL HIGHLIGHTS



TV



# EDITORIAL HIGHLIGHTS

Seven Sydney – The Morning Show (syndicated x 32)

Date: 04 March 2024

Medium: TV

Reach: 140,367



# EDITORIAL HIGHLIGHTS



The Morning Show  
Date: 04 March 2024  
Medium: Instagram Post  
Reach: 68,300



 LIVE FROM 9AM



Stream Now 



# EDITORIAL HIGHLIGHTS



Channel 10 Brisbane (preview) (syndicated x 9)

Date: 08 March 2024

Medium: TV

Reach: 67,068



# EDITORIAL HIGHLIGHTS



Channel 10 Brisbane (preview) (syndicated x 9)

Date: 08 March 2024

Medium: TV

Reach: 67,068



# EDITORIAL HIGHLIGHTS



Channel 10 Brisbane (syndicated x 9)

Date: 08 March 2024

Medium: TV

Reach: 67,068



# EDITORIAL HIGHLIGHTS

Seven Central Coast (syndicated x 19, repeat)  
Date: 09 March 2024  
Medium: TV  
Reach: 81,254



# PRINT



The Barcoo Independent  
Date: 02 February 2024  
Medium: Print  
Reach: N/A



## It's raining cats and dogs

A paw-rific weekend could be on the cards as the nation's most beloved Dog Lovers Festival returns to the Brisbane Convention and Exhibition Centre, the second weekend in March.

Not to be outdone, cats are pouncing as well with a Cat Lover's Weekend planned for the same time and at the same venue.

It's organisers said, "There are no cat parks for our felines, so you don't get to see these beautiful creatures walking around the community like our more extroverted dogs. "So, to get up close and personal with dozens of breeds and over 200 cats at the Festival is a truly unique opportunity".

And to celebrate the Cat Lovers Festival debut in Brisbane, all ticket holders will receive **FREE ENTRY** into the Dog Lovers Festival with the same ticket.

But tickets are selling fast.

That's two for the price of one, making it one of the best value days out in Brisbane in 2024.

So for anyone heading that way it's a paws up that you might want to purchase some tickets!

*(Source: Tide PR via medianet)*

VCT News

Date: 06 March 2024

Medium: Print

Reach: 60,000

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THE CHINESE COMMUNITY TIMES

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## 文化·生活

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### 免費送票 布里斯本舉辦 貓咪、狗狗愛好者節

Cat Lovers Festival

Cat Lovers Festival 是為所有愛貓人士而設的盛事，也是澳洲最大的貓奴聚會。屆時將有超過 100 個攤位，展示各式各樣的貓隻，還有精彩的表演、工作坊、講座、展覽等。此外，還有許多有趣的活動，如貓隻攝影比賽、貓隻美容比賽等。這是一個讓貓奴們交流心得、分享經驗的好機會。活動將於 3 月 10 日（星期日）在布里斯本會議中心舉行。門票免費，歡迎廣大市民踴躍參加。

活動內容包括：  
- 貓隻展示：超過 100 個攤位，展示各式各樣的貓隻。  
- 精彩表演：包括貓隻舞蹈、雜耍、魔術等。  
- 工作坊：包括貓隻攝影、貓隻美容、貓隻行為訓練等。  
- 講座：包括貓隻健康、貓隻營養、貓隻行為等。  
- 展覽：包括貓隻藝術、貓隻攝影、貓隻設計等。

門票：免費。地點：布里斯本會議中心。時間：3 月 10 日（星期日）上午 10 時至下午 4 時。



### DOG LOVERS FESTIVAL

這是一個為所有愛狗人士而設的盛事，也是澳洲最大的狗奴聚會。屆時將有超過 100 個攤位，展示各式各樣的狗隻，還有精彩的表演、工作坊、講座、展覽等。此外，還有許多有趣的活動，如狗隻攝影比賽、狗隻美容比賽等。這是一個讓狗奴們交流心得、分享經驗的好機會。活動將於 3 月 10 日（星期日）在布里斯本會議中心舉行。門票免費，歡迎廣大市民踴躍參加。

活動內容

- DOG SHOW 狗隻展示**  
超過 100 個攤位，展示各式各樣的狗隻。
- Animal Photography**  
狗隻攝影比賽，展示你的攝影技巧。
- Dog Art Area**  
展示你的狗隻藝術作品，包括繪畫、手工藝等。
- Philips 贊助**  
Philips 贊助的狗隻美容比賽，展示你的狗隻的美容技巧。

詳情

活動時間：3 月 10 日（星期日）上午 10 時至下午 4 時。  
地點：布里斯本會議中心。  
門票：免費。  
查詢電話：02-9251 1111。  
查詢網址：www.catloversfestival.com.au

### 貓咪、狗狗愛好者節免費送票！

我們將送出 10 張（兩張成人票）免費門票，一張可供一人一犬入場。票額有限，送完即止。  
申請方式：將你的寵物地址、寵物照片或寵物影片上傳到 0488 879 437，我們將抽出 10 名幸運者。發送截止日期為 3 月 5 日。

申請網址：<https://www.catloversfestival.com.au>

生活 21  
Cat Lovers Festival 2024 3月10日

# ONLINE





New Idea

Date: 19 July 2023

Medium: Online

Reach: 726,160

## The purfect event! Dog and Cat Lovers Festival to tour Australia

It's going to be an un-fur-gettable time... - by Elizabeth Gracie

Australia's premier event for all things of a canine variety is returning to Melbourne, Sydney, and Brisbane over three action-packed weekends that are sure to leave you paws-itively purring.

And for the first time ever, the Dog Lovers Festival will be joined by a Sydney-exclusive event - the Cat Lovers Festival, promising all the fun, freebies, and furry friends that its counterpart has to offer.

At each festival, paw-some homegrown Aussie talent will be on hand for a number of exciting showcases, educational talks, and interactive events.

In Sydney, **Dr Karl Kruszelnicki** will be on hand to provide a deep dive into the science of dogs, and is set to present his findings in 'Great Moments in Dog Science - The Top 10 Things You Didn't Know About Your Pooch!'

**RELATED** || [Do you have Australia's most amazing pet? Enter NOW for your chance to WIN!](#)

Dr. Karl will also be joined by leading dog trainers **Luka Hura** and **Lauren Sellwood** to teach furry fans new tricks in 'How to Train Your Dog to be in Film and TV.'

**Kelly Gill** will also take centre stage with her 'Wonderdogs', educating audiences interested in the health and well-being of their canine companion with her seminar: 'Essential Tips for Thriving and Surviving Puppyhood and Training Your Young Dog.'

But wait there's more!

Also in Sydney, Australia's favourite fictional puppies Bluey and Bingo will be front and centre with a live, interactive stage show (perfect for kids).

There'll also be an adoption zone, breeder showcase, high-flying, high-energy, dog agility entertainment, and pat a pooch area (that's where you'll find the team at New Idea).

Melbourne will operate identical events during the festival (with a few exceptions) whilst the lineup for Brisbane has not yet been released.

Concrete Playground

Date: 29 May 2023

Medium: Online

Reach: 177,000

## Brisbane Cat Lovers Festival 2024

*This dedicated cat show is coming to Brisbane for the first time for two feline-filled days.*



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 Brisbane's brand-new 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, March 9–Sunday, March 10, 2024 in your calendar. Expect the Brisbane 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 (awwwwwwwww), 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?

# EDITORIAL HIGHLIGHTS



The Weekend Edition  
Date: 14 October 2023  
Medium: Online  
Reach: 115,000



## Dog Lovers Festival Brisbane

*Dog Lovers Festival*, one of Australia's premier events for dog enthusiasts, is making a triumphant return to Brisbane in 2024.

Created to offer education, entertainment and inspiration to dog lovers, the 2024 event promises a jam-packed program across two massive days at the Brisbane Convention & Exhibition Centre.

Meet and interact with more than 500 dogs across stalls like Pat-A-Pooch, InstaPooch, the Adoption Zone and the Breed Showcase, and catch the talented Wonderdogs and Dave Grahams 'Extreme High Jumping Dogs' perform in the arena. Then get your cameras ready when Australia's most talented aquatic dogs launch themselves into a massive 100,000-litre pool in the Dock Dogs competition.

There will be 1000s of products to see and purchase, including a bunch of show exclusives and new product launches. Plus, there will be a tasty line-up of food trucks slinging eats each day.

### DATE & TIME

Sat March 09 2024 - Sun  
March 10 2024

### LOCATION

**Brisbane Convention &  
Exhibition Centre**  
Glenelg St, South Brisbane

### DIRECTIONS

### WEBSITE

**Dog Lovers Festival  
Brisbane**

### ELSEWHERE



### TICKETS

available through **Dog  
Lovers Festival**

Secret Brisbane

Date: 09 January 2024

Medium: Online

Reach: N/A

## A Two-Day Cat Festival Is Pouncing Into Brisbane This March

Get ready for all the furbulous feline fun at Brisbane Cat Lovers Festival.



Image: Nirzar Pangarkar via Unsplash

Off the back(paw) of a successful event in Melbourne last year, The Cat Lovers Festival is coming to Brisbane in 2024, with plenty of kitty-themed attractions to look forward to.

The inaugural Brisbane Cat Lovers Festival will pop up at the Brisbane Convention & Exhibition Centre on Saturday, March 9 and Sunday, March 10.

While puss-parents can't bring their own cats to the festival, you can expect plenty of themed events over the weekend as you celebrate your love for all things feline — whether it be meeting over 250 cats at the Breed Showcase, heading to the WHISKAS stage to watch cat-focused educational talks and programs from some of Australia's most trusted animal experts, or getting a selfie at the neon glitter wall.

Don't forget to spoil your puss with a present from the on-site kitty supermarket, which will be packed with hundreds of exhibitors selling everything from treats to services, and exclusive festival specials.

Food and drinks options for humans will be available at the festival too.

Tickets cost \$29.50 for adults and \$15.50 for kids, with an option for discounted family tickets.

Those who love puppies equally, there's the Brisbane Dog Lovers Festival happening next door at the same time, and your ticket to Brisbane Cat Lovers Festival will get you free entry to that as well.

For more information on Brisbane Cat Lovers Festival, head to the event organiser's [website](#).

Secret Brisbane

Date: 29 January 2024

Medium: Online

Reach: N/A

## This Furbulous Two-Day Dog Festival Is Returning To Brisbane In 2024

Get ready for two days of tail-wagging fun at Dog Lovers Festival.



Image: Supplied

For the fur-st time in six years, Dog Lovers Festival is coming back to Brisbane, with an array of themed attractions to look forward to.

[Dog Lovers Festival](#) will pop up at the Brisbane Convention & Exhibition Centre on Saturday, March 9 and Sunday, March 10.

While pup parents can't bring their own dogs to the festival, there are plenty of events where you can celebrate your love for all things canine — whether it be meeting over 400 dogs at the Pat-A-Pooch Zone, heading to the ADVANCE Stage to spot influencer dogs on the runway, or catching a show from farmer Dave Graham and his impressive high-jumping dogs at the VitaPet Arena.



Image: Supplied

You can also watch doggos launch themselves off a raised dock into a 100,000-litre pool and visit the PEDIGREE Adoption Zone if you've been thinking about finding a new family member.

# EDITORIAL HIGHLIGHTS



The Weekend Edition  
Date: 30 January 2024  
Medium: Online  
Reach: 115,000



## Cat Lovers Festival

Cat lovers, get set for a huge weekend of feline fun. After hugely successful sold-out events in Sydney and Melbourne, the highly anticipated *Cat Lovers Festival* will make its Brisbane debut from March 9–10. It's the first major event ever staged in Queensland dedicated to educating, entertaining, and inspiring feline fanciers and it pounces into the Brisbane Convention & Exhibition Centre for two massive days.

While you can't BYO cat due to health and safety restrictions, you can get up close and personal with dozens of breeds and over 200 cats. There will be plenty of action on the WHISKAS stage, there's a dedicated pat-a-cat zone, an adoption zone, feline face painting, a kitty supermarket and plenty more fun.

Plus, on the same weekend, the *Dog Lover's Festival* will be held right next door!

### DATE & TIME

Sat March 09 2024 - Sun March 10 2024, 9:30 am to 5:30 pm

[Add to Google Calendar](#)

### LOCATION

**Brisbane Convention & Exhibition Centre**

Merivale St, South Brisbane

### WEBSITE

[Cat Lovers Festival](#)

### ELSEWHERE



### TICKETS

available through [Cat Lovers Festival](#)

Broadsheet

Date: 31 January 2024

Medium: Online

Reach: 178,000

## The Dog Lovers Festival Is Returning to Brisbane for the First Time in Six Years (and This Time There'll Be Room for Cats)

Five hundred dogs, 250 cats, one convention centre. The two-day event offers hair-raising thrills, education and (of course) belly rubs.



In a comeback that's sure to fill the pooch-shaped hole in your heart, the Dog Lovers Festival will make an exciting return in 2024 after a six-year absence. Over two days, the festival will host more than 500 furry friends of more than 100 different breeds at the Brisbane Convention & Exhibition Centre.

The shocking addition here? The Cat Lovers Festival will make its Brisbane debut just across the hall, with over 250 cats in attendance - making for an interesting meeting between the two sworn enemies.

The revival of the festival includes panels featuring leading expert vets Dr Claire Stevens and Katrina Warren to answer all your burning canine questions, as well as acclaimed trainer Kelly Gill and her talented team of border collies, The Wonderdogs.

Towards the other side of the venue, cat lovers will get a virtual appearance from the famous "cat daddy" [Jackson Galaxy](#), who will share his kitty expertise. Dr Stevens is playing both sides of the field and will also join the discussion.

# EDITORIAL HIGHLIGHTS



Australian Cat Lover

Date: 30 January 2024

Medium: Online

Reach: N/A

## CAT LOVERS FESTIVAL BRISBANE 2024 - MARCH 9-10

3 days ago · 0 Comments



### **Brisbane's Feline Frenzy: Cat Lovers Festival pounces into town for the first time ever!**

After the hugely successful sold-out events in Sydney and Melbourne, the highly anticipated *Cat Lovers Festival* is thrilled to be making its Brisbane debut.

It's the first major event ever staged in Queensland dedicated to educating, entertaining, and inspiring feline fanciers and it pounces into the **Brisbane Convention & Exhibition Centre**, on **March 9 - 10**. Whether you're a seasoned cat owner or looking to welcome a new kitty into your home, the Cat Lovers Festival is a place where you can press paws and live in the meow to celebrate these wonderful companions.

*"The Cat Lovers Festival is everything that's cool about cats and a rare opportunity to immerse ourselves in all things feline", said Festival Founder, Jason Humphris.*



She Society

Date: 02 February 2024

Medium: Online

Reach: N/A

## The Nation's Favourite Dog Lovers Festival Returns To Brisbane For The First Time In Six Years!



Saturday 9 and Sunday 10 March 2024, Brisbane Convention & Exhibition Centre

Get ready for a paw-rific weekend as the nation's most beloved Dog Lovers Festival is making a triumphant return to Brisbane, promising a weekend of K9-inspired fun, entertainment and education at an all-new venue – the Brisbane Convention & Exhibition Centre (BCEC).

As one of the largest events worldwide dedicated to inspiring dog lovers, the two-day festival offers an impressive line-up including live performances from some of the country's most talented canines, expert talks from leading dog experts, dozens of leading breed clubs, adoption groups, a pat-a-pooch zone, plus a huge array of the latest and greatest dog products and services to spoil your best friend.

*"We are thrilled to be bringing the event back to Brisbane with our new festival format as South-East Queensland is home to arguably the most passionate dog lovers in the country! Dog ownership has gone up considerably since our last event 6 years ago and we can't wait to welcome all those new dog owners out there, plus it's the perfect place for anyone looking to welcome their new best friend. We expect dog lovers to attend from across Brisbane, the Gold Coast, Sunshine Coast and also interstate, all keen to celebrate their pooch, learn more about these wonderful companions and be the best pet parent they can be"* said Festival Founder, Jason Humphris.

**The ADVANCE™ Stage: A Star-Studded Spectacle!**

Starring some of Australia's top animal trainers, celebrity vets and four-legged characters, the ADVANCE™ Stage, MC'd by dog-tragic Shelly Horton, offers dog lovers a wealth of information and entertainment all weekend.

Fur-parents will be enlightened by talks from TV vet **Dr Claire Stevens**, with educational workshops by dynamic duo **Dr Katrina Warren & Kelly Gill** sharing essential tips for thriving and surviving puppyhood alongside crowd favourite, **The Wonderdogs**.

The **new look InstaPooch** makes its Brisbane debut with some of the nation's top online dog-fluencers strutting their stuff on the ADVANCE Stage with opportunities for visitors to meet and snap selfies with some of the hottest K9-stars on the block. Everyone's favourite animated pooches **Bluey and sister Bingo** present daily performances with singing, dancing and plenty of surprises for the whole family!

**Antinol® DockDogs: Get in the Splash Zone – BYO raincoat!**

Witness the spectacle of talent unleashed at the Antinol® DockDogs splash zone. Impressive canines will go head-to-head in Big Air, Extreme Vertical, and Speed Retrieval competitions, showcasing their skills by launching themselves off a raised dock into a 100,000-litre custom-built pool.

# EDITORIAL HIGHLIGHTS

KIDS  
on the COAST

Kids on the Coast  
Date: 02 February 2024  
Medium: Online  
Reach: 32,000

## Cat Lovers Festival Brisbane



The Cat Lovers Festival is pouncing into Brisbane in 2024!

Mark the dates in your diary now for at the most furbulous, feline-focused festival ever held in Queensland to celebrate everything that's so cool about cats!

- Meet over 250 beautiful cats.
- Educational talks from some of Australia's most trusted animal experts.
- Australia's biggest kitty supermarket.
- Kitty Face-Painting and our Neon Glitter Selfie Wall.

And for those dog-loving cat owners, the [Brisbane Dog Lovers Festival](#) will be running next door at the same time and you get **FREE ENTRY** when you show your Cat Lovers Festival ticket!

Kids on the Coast  
Date: 02 February 2024  
Medium: Online  
Reach: 32,000

## Dog Lovers Festival Brisbane



The Dog Lovers Festival is bounding back to Brisbane for the first time in 6 years!

The festival will be making its triumphant return on Saturday 9 & Sunday 10 March at the Brisbane Convention Centre, with a paw-some revamped festival vibe.

- Meet and interact with more than 500 beautiful dogs.
- Performances from talented dogs in the VitaPet Arena.
- See Australia's most talented aquatic dogs launch themselves into a massive 100,000-litre pool.
- 1,000s of the latest and greatest products and services.
- Pat-A-Pooch zone.

PLUS For those cat-loving dog owners, the [Brisbane Cat Lovers Festival](#) will be running next door at the same time and you get **FREE ENTRY** when you show your Dog Lovers Festival ticket!

# EDITORIAL HIGHLIGHTS



Hush Hush Biz

Date: 03 February 2024

Medium: Online

Reach: N/A

## THE NATION'S FAVOURITE DOG LOVERS FESTIVAL RETURNS TO BRISBANE FOR THE FIRST TIME IN SIX YEARS!



Saturday 9 and Sunday 10 March 2024, Brisbane Convention & Exhibition Centre

Get ready for a paw-rific weekend as the nation's most beloved Dog Lovers Festival is making a triumphant return to Brisbane, promising a weekend of K9-inspired fun, entertainment and education at an all-new venue – the Brisbane Convention & Exhibition Centre (BCEC).

As one of the largest events worldwide dedicated to inspiring dog lovers, the two-day festival offers an impressive line-up including live performances from some of the country's most talented canines, expert talks from leading dog experts, dozens of leading breed clubs, adoption groups, a pat-a-pooch zone, plus a huge array of the latest and greatest dog products and services to spoil your best friend.

“We are thrilled to be bringing the event back to Brisbane with our new festival format as South-East Queensland is home to arguably the most passionate dog lovers in the country! Dog ownership has gone up considerably since our last event 6 years ago and we can't wait to welcome all those new dog owners out there, plus it's the perfect place for anyone looking to welcome their new best friend. We expect dog lovers to attend from across Brisbane, the Gold Coast, Sunshine Coast and also interstate, all keen to celebrate their pooch, learn more about these wonderful companions and be the best pet parent they can be” said Festival Founder, Jason Humphris.

# EDITORIAL HIGHLIGHTS

The F

Date: 05 February 2024

Medium: Online

Reach: 29,000



## DOG LOVERS' FESTIVAL COMING TO BRISBANE

Brace yourselves, Brisbane dog enthusiasts! After a six-year hiatus, the most anticipated event in the canine calendar is making an eagerly awaited comeback! Prepare to indulge in a weekend full of furry fun and excitement at the nation's favourite Dog Lovers Festival, returning to Brisbane, 9-10 March 2024 at the Brisbane Convention & Exhibition Centre (BCEC).

This two-day extravaganza promises to be an unforgettable affair crammed with K9-focused amusement, expert insights, and a plethora of pooch-related revelry. We're not just talking about wagging tails; the festival line-up is nothing short of spectacular, with live performances by some of the nation's most skilled dogs, illuminating talks by distinguished dog experts, and representation from an array of leading breed clubs and adoption groups.

Sneak a cuddle in the pat-a-pooch zone, or treat your four-legged friend to the ultimate shopping spree with the latest doggy products and services. "South-East Queensland boasts a community with an incredible passion for dogs," states Jason Humphris, the Festival Founder. With the rise in dog ownership, this event provides the perfect opportunity to welcome new dog owners and those contemplating the addition of a furry companion to their lives.

### THE ADVANCETM STAGE: WHERE STARS ARE BORN!

Expect a star-studded line-up led by the charismatic Shelly Horton, keeping you entertained all weekend. Sit in on expert sessions from TV's own Dr Claire Stevens, and learn tricks of the trade from the dynamic duo, Dr Katrina Warren & Kelly Gill. Instagram's beloved dog-fluencers will also hit the stage, and don't miss the adored cartoon celebs, Bluey and Bingo, who'll provide daily family-oriented performances!

### ANTINOL® DOCKDOGS: DIVE INTO THE ACTION!

Bring your raincoats and dive into the splash-tastic world of Antinol® DockDogs. Watch in awe as talented dogs compete in an array of aquatic challenges — a true testament to their athletic prowess!

### VITAPET ARENA: WITNESS CANINE ATHLETICISM!

Cheer on Farmer Dave Graham's 'Extreme High Jumping Dogs' as they take agility and athleticism to new heights. From the high-flying Frizbee acts to irresistible Temptation Alley challenges, prepare to be amazed.

frankie

Date: 08 February 2024

Medium: Online

Reach: 49,000



## calling all dog and cat lovers: brisbane is holding two rad festivals

By [elle burnard](#)

8 February 2024

It's no secret that we Aussies are pretty obsessed with our pets, with approximately [69 per cent](#) of our households owning a pet, and our Kiwi pals aren't too far behind with [68 per cent](#), which means a lot of cuddly faces and wagging tails to keep up with (not that we're complaining, of course). If you love pooches and moogies, then have we got some good news for you! Brisby pals (and interstate buddies) can catch The Dog Lover's Festival and, for the first time, [The Cat Lover's Festival](#) on the 9th and 10th of March.

The two festivals will be held next door to each other at the Brisbane Convention and Exhibition Centre, so you won't have to miss out on catching all the super-fun cuteness of both events. From education and awesome key speakers to skateboarding critters and adoption opportunities to help bring a new best friend into your abode to cuddle long after the festivals end, we reckon that this event is a must-see for any and all animal fans. Have a read of everything you'll need to know about the two events over [here](#) and [here](#), and take a gander at all of the adorable goodness in our photo gallery above!

[The Dog Lover's Festival](#) and [The Cat Lovers Festival](#) will take place from March 9th – 10th at the Brisbane Convention and Exhibition Centre.

# EDITORIAL HIGHLIGHTS

Families Magazine

Date: 13 February 2024

Medium: Online

Reach: 150,000

## Dog Lovers Festival | South Brisbane

9 March - 10 March



The Dog Lovers Show has grown to become one of the largest events in the world dedicated to educating, entertaining and inspiring dog lovers.

The festival will return to Brisbane on Saturday 9th and Sunday 10th March 2024 at the Brisbane Convention & Exhibition Centre from 9:30am to 5pm daily. It will run alongside (but in separate halls) the inaugural Brisbane Cat Lovers Festival! The event will be bursting with attractions, and it will be one of the best value days out in Brisbane as once you walk through the door everything to see and do is FREE!

Here's a snapshot of the event:

1. Meet and interact with more than 500 beautiful dogs over the weekend represented by 100+ breeds spread across Pat-A-Pooch, InstaPooch, the Adoption Zone and the Breed Showcase;
2. Performances from talented dogs in the Arena including The Wonderdogs and Dave Grahams 'Extreme High Jumping Dogs' with tips for a healthier, happier hound on the Main Stage from leading dog and animal experts including Dr Katrina Warren, Kelly Gill and lots more to be announced soon;
3. Get in the SPLASHZONE as Australia's most talented aquatic dogs launch themselves into our massive 100,000-litre pool in the Antinol® DockDogs competition;
4. Shop & save with 1,000s of the latest and greatest products and services to spoil your pooch plus exclusive Show Specials and New Product launches;

Families Magazine

Date: 13 February 2024

Medium: Online

Reach: 150,000

## Cat Lovers Festival | South Brisbane

9 March - 10 March



After a hugely successful, sold-out event in Melbourne last June, due to popular demand the Cat Lovers Festival is pouncing into Brisbane in 2024!

It will run concurrently with the Brisbane Dog Lovers Festival on Saturday 9th & Sunday 10th March, 2024 at the Brisbane Convention & Exhibition Centre from 9:30am to 5pm daily.

Mark the dates in your diary now to join us at the most furbulous, feline-focused festival ever held in Queensland to celebrate everything that's so cool about cats!

It's that one special weekend a year when kitty-lovers can unite to proclaim their love for these wonderful creatures and immerse themselves in all things feline.

Once you've got your ticket, everything to see and do at the Festival is FREE! It's heaven for cat lovers with attractions including:

- Meet over 250 beautiful cats in the hugely popular Breed Showcase with expert breeders on-hand from leading cat associations plus daily talks on the Breed Info Stage;



Concrete Playground  
Date: 23 February 2024  
Medium: Online  
Reach: 177,000



## The Best Things to Do in Brisbane This March

Want to know what's on in Brisbane in March? Well, a lot happens in this big, bustling city of ours. When it comes to Brisbane events, think: film festivals one day, exhibitions another, and everything from booze-fuelled shindigs to excuses to get outdoors in between. And, of course, there's always more around the corner. That means that there's plenty to look forward to and plenty of awesomeness 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 Brisbane in March. Don't say you don't have anything to do across the month.

*Top image: Axis Productions.*

### Recommended reads:

- [The Best Things to Do in Brisbane This Week](#)
- [What's On in Brisbane this Weekend](#)
- [The Best TV Shows and Films to Watch This Month](#)



### TRAVEL & LEISURE

## Brisbane Dog Lovers Festival 2024

Brisbane's two-day dog expo is back – and so is its dedicated puppy patting zone.

[BUY TICKETS](#)



### TRAVEL & LEISURE

## Brisbane Cat Lovers Festival 2024

This dedicated cat show is coming to Brisbane for the first time for two feline-filled days.

Style Magazines

Date: 26 February 2024

Medium: Online

Reach: 67,000



## Best In Show! The Dog Lovers Festival Is Coming Back To Brisbane

FOR THE LOVE OF DOG

By Yana Van Der Byl | 26th February 2024

Good news dog lovers: it'll be raining cats and dogs for the first time in six years as Brissy welcomes back the fur-bulious Dog Lovers Festival, featuring an array of fun, themed activities and attractions to look forward to!

Popping up at the Brisbane Convention & Exhibition Centre over 9 March to 10 March, prepare yourself for a weekend of pats, licks, and parades.

While pet owners can't bring their own fur babies along, there'll be plenty of canines roaming around for you to get up close and paw-sonal with.

Expect to be bow-wowed by farmer Dave Graham's impressive high-jumping dogs in the VitaPet Arena, find a dog you dig at the Pedigree Adoption Zone, and make a new furry friend at the Pat-A-Pooch Zone. Oh, and there'll be delicious food and beverage options for humans and animals alike to enjoy.

With all this and more available, you won't want to miss out on the return of the cutest festival in town. Tickets cost \$29.50 for adults and \$15.50 for kids, with a discount available for families. Plus, all ticket holders will receive free entry to the inaugural Cat Lovers Festival taking place next door (this one's for you cat-lovers!).

Ready for a day of tail-wagging fun? Fetch your tickets [here](#).

# EDITORIAL HIGHLIGHTS

Brisbane Mums Group  
Date: 26 February 2024  
Medium: Online  
Reach: 34,787

## Cat Lovers Festival

Post

Subscribe

Facebook Group

Posted 2024-02-26 by [Jane](#) ⇒ [follow](#)

### Sun 10 Mar 2024

The 1st major event dedicated to educating, entertaining & inspiring cat lovers pounces on Brisbane Convention & Exhibition Centre on Saturday 9 March & Sunday 10 March 2024!?

Celebrate everything cool about cats at the Brisbane as it promises to be the perfect fur fix for every feline fan and purrrr-some fun for everyone!?

More information at [catloversfestival.com.au/brisbane/?fbclid=IwAR25LypGTD7zvxxpHqZh9JYBuck790g3Vs-SKG8bhS-kCPAqzs8i6BmXIEQ](https://catloversfestival.com.au/brisbane/?fbclid=IwAR25LypGTD7zvxxpHqZh9JYBuck790g3Vs-SKG8bhS-kCPAqzs8i6BmXIEQ)



Secret Brisbane

Date: 27 February 2024

Medium: Online

Reach: N/A

## 25 Fantastic Things To Do in Brisbane and Beyond This March

Brisbane is full of things to do during the month of March - from festivals to foodie delights, unique activities and more.

### 1. Enjoy the furbulous fun at these adorable cat and dog festivals



Image: Supplied

The [Cat Lovers Festival](#) and [Dog Lovers Festival](#) are both coming to Brisbane this March, with plenty of themed attractions to look forward to.

Broadsheet

Date: 28 February 2024

Medium: eDM

Reach: N/A



## ENTERTAINMENT

**Five hundred dogs, 250 cats, one convention centre. In a barking mad move The Dog Lovers Festival is returning for the first time in six years (and this time the two-day event will overlap with a feline friendly festival taking place just next door).**

Australian Traveller  
Date: 28 February 2024  
Medium: Online  
Reach: 500,000

## What's on around Australia in March 2024



TAYLAH DARNELL  
Editorial Assistant

28 February 2024 | © 19 mins Read



### CAT & DOG LOVERS FESTIVAL BRISBANE 9-10 MARCH

Calling all animal lovers – the [Dog Lovers Festival](#) is returning to Brisbane this month, bringing with it the first-ever [Cat Lovers Festival](#) for the Queensland capital. Over 400 dogs and 200 cats will be in attendance across the weekend.

The program is practically barking with amazing events, from competitions and fashion runways to live panel talks and the Pet-A-Pooch and Pet-A-Cat zones, which are sure to be a favourite.



Get ready to meet (and cuddle) plenty of pretty pooches.

Families Magazine  
Date: 01 March 2024  
Medium: Online  
Reach: 150,000

## 72 Festivals Brisbane: Kid-Friendly Festivals Near You!

March 1, 2024 by [Janine Mergler](#)



There are so many amazing festivals Brisbane has to offer right through the calendar year! If you're looking for something fun that the whole crew can enjoy, then we might have just the activity you've been looking for (and some of them are cost-free, woohoo!)

### 12. Brisbane Dog Lovers Festival | Brisbane Convention & Exhibition Centre

- 9 -10 March 2024, 9:30am – 5pm daily

[The Brisbane Dog Lovers Festival](#) is returning to the Sunshine State in 2024! It will run alongside (but in separate halls) the inaugural [Brisbane Cat Lovers Festival!](#) The event will be bursting with attractions, and it will be one of the best value days out in Brisbane as soon as you walk through the door. Everything to see and do is FREE!

Brisbane Times (syndicated x 3)

Date: 03 March 2023

Medium: Online

Reach: 13,677,000

## Jonas Brothers, a fun run, and a plethora of pusses and pooches: Things to do in Brisbane this week

International Women's Day is this Friday, March 8, and there are several events around town this week to mark the occasion including Sunday's Fun Run, with a sea of pink T-shirts teeming over the Story Bridge in the annual fundraiser supporting breast cancer victims.

Elsewhere, Metro Arts is holding a session of 'Femioke', Jodie Foster's landmark role in *The Silence of the Lambs* gets a big screen outing and world music star Angelique Kidjo plays QPAC.

The fur-allergic should give the Brisbane Convention and Exhibition Centre a wide berth this weekend as both the Cat Lovers Festival and the Dog Lovers Festival are on from Friday to Sunday, with hundreds of pussycats and pooches to meet and greet.



Cat Lovers Festival and Dog Lovers Festival take place over the same weekend at the Brisbane Convention and Exhibition Centre. CAT LOVERS FESTIVAL

### **Festivals: Cat Lovers and Dog Lovers festivals**

More than 250 moggies will be appearing in the cat festival's Breed Showcase, plus there are educational talks, cat products, Kitty Face-Painting for the kids and an adoption zone. Tickets include free entry to the Dog Lovers Festival next door.

*Brisbane Convention & Exhibition Centre, Mar 9-10 9.30am-5pm.*

*\$17.50-\$32.50. [Buy tickets.](#)*



BNN

Date: 03 March 2023

Medium: Online

Reach: N/A

## Celebrating International Women's Day: Events, Empowerment, and Entertainment in Brisbane

Brisbane marks International Women's Day with events ranging from charity runs to cultural celebrations. Embrace the spirit of empowerment and unity.

### Furry Friends and World Music

For animal lovers, the Brisbane Convention and Exhibition Centre is the place to be this weekend. The venue is hosting both the Cat Lovers Festival and the Dog Lovers Festival, providing a perfect setting for pet enthusiasts to celebrate their furry friends. The festivals feature hundreds of cats and dogs, offering an opportunity for visitors to meet and greet a variety of breeds. Additionally, world music star Angelique Kidjo is set to perform at QPAC, bringing her unique blend of West African music, jazz, and pop to Brisbane's music scene. Kidjo's performance is not just a musical treat but also a celebration of cultural diversity and women's empowerment in the arts.

Concrete Playground  
Date: 04 March 2024  
Medium: Online  
Reach: 177,000

## The Best Things to Do in Brisbane This Week

On the hunt for the best things to do in Brisbane this week, now that bright and shiny weekend is behind you? Luckily, Brisbane is a 'keep the ball rolling' kind of city, and has heaps of events, exhibitions, theatre, film festivals and live music for you to inject a little awesomeness into your week.

Sure, use Monday for Netflix binges. Then get out there and sink your teeth into the city. We've got you covered with the best things to do in Brisbane this week – and upcoming long weekend – no matter the weather, your budget or how many mates you're hanging out with (or if you're riding solo). So, read on and start planning your next few days right now.



TRAVEL & LEISURE

### Brisbane Cat Lovers Festival 2024

This dedicated cat show is coming to Brisbane for the first time for two feline-filled days.



TRAVEL & LEISURE

### Brisbane Dog Lovers Festival 2024

Brisbane's two-day dog expo is back – and so is its dedicated puppy patting zone.

# EDITORIAL HIGHLIGHTS

Mum Central

Date: 05 March 2024

Medium: Online

Reach: 150,000

## Tail Up Pup! Don't Miss The Dog Lovers Festival This Weekend!



Returning to the **Brisbane Convention and Exhibition Centre** for the first time in six years, the **Dog Lovers Festival** is bound to set tails wagging! Held this **Saturday 9th and Sunday 10th March**, the **Dog Lovers Festival** will run alongside the **NEW Cat Lovers Festival** for the first time to celebrate the festival's return to Queensland.



*One ticket, two entries! Source: Supplied*

### Pet parents unite at the Dog Lovers Expo!

It'll be all paws on deck as over 500 delightful dogs and over 200 beautiful cats will be on show across both festivals, as well as the jaw-dropping spectacle that is Antinol DockDogs. Even Aussie hero heelers **Bluey and Bingo** will make an appearance!

“We are so excited to be back in Brisbane with not one, but two epic festivals in one co-located event,” Festival Founder, Jason Humphris.

# EDITORIAL HIGHLIGHTS

Up Next

Date: 05 March 2024

Medium: Online

Reach: N/A



## Brisbane Dog and Cat Lovers Festival 2024

09 March 2024 | 5 min read | venue: Brisbane Convention & Exhibition Centre | cost: See the booking website  
published: 05 Mar 2024

Find fur-fulfillment at the 2024 Brisbane Dog and Cat Lovers Festival.

The two shows run concurrently Saturday 9 and Sunday 10 March at the Brisbane Convention & Exhibition Centre, Merivale Street, South Brisbane (9.30am-5pm daily).

The Brisbane Dog Lovers Festival is dedicated to educating, entertaining and inspiring K9-fanatics. Meet, interact and learn more about over 100 breeds with around 800 beautiful dogs (including Bluey and Bingo!) across the weekend in the Pedigree Adoption Zone, Breed Showcase, Pat-A-Pooch, & InstaPooch.

Experience the thrill of pool diving dogs, agility displays, free tips and information sessions and join the hunt for Australia's fastest dog!

Due to popular demand the Cat Lovers Festival is also pouncing into Brisbane! It's that one special weekend a year when kitty-lovers can unite to proclaim their love for these wonderful creatures and immerse themselves in all things feline.

It's heaven for cat lovers with attractions including meeting over 250 beautiful cats in the hugely popular Breed Showcase plus daily talks on the Breed Info Stage. The WHISKAS® Adoption Zone will help raise awareness for cat rescue and promote responsible pet ownership.

Enjoy the range of products and show specials. Once you've got your ticket, everything to see and do is free, plus tickets to either festival includes free entry to the other!

Tickets will most likely sell-out like a cat on a hot tin roof, so pounce on yours early to avoid sad-dog-face!

**“Go see Brisbane Dog and Cat Lovers Festival 2024.”**



South Bank News  
Date: 06 March 2024  
Medium: Online  
Reach: 37,500

## South Bank Hosts Dual Pet Festivals: Brisbane's Bark & Purr Extravaganza



After six long years, the Dog Lovers Festival returns to the Brisbane Convention & Exhibition Centre in South Bank. Adding to the excitement, the very first Cat Lovers Festival will run concurrently promising a purr-fect, bark-tastic weekend for pet lovers.

Jason Humphris, the Festival Founder, expressed his excitement about the dual festivals, highlighting the diverse lineup of talent and activities to celebrate the bond between pets and their owners. The event aims to provide valuable insights for pet parents and offer a platform for their beloved companions to indulge in the latest trends and products.

"The weekend is all about celebrating these wonderful companions, getting trusted insights on how to be the best pet parent we can be, and of course sniffing out all the latest & greatest stuff to spoil our pets," Mr Humphris said.

Renowned TV Vet Dr Claire Stevens will lead engaging discussions on pet care and safety, bridging the age-old debate of "cats vs dogs." The festivals will also feature captivating performances and demonstrations, with personalities like Ryan Gallagher, Lara Shannon, and Jackson Galaxy gracing the stages to entertain and educate attendees.



AU Living

Date: 06 March 2024

Medium: Online

Reach: 300,000

## [Free Tickets] Brisbane hosts Cat Lovers Festival for the first time

### Free tickets!

Life.com will give away 10 sets of Cat and Dog Lovers Festival. Send a text message with your pet photos or photos of your favorite cats and dogs to 0466979437. We will draw 10 winners and give away a set of tickets for the Cat and Dog Lovers Festival.



Following successful Cat Lovers events in Sydney and Melbourne, the much-anticipated Cat Lovers Festival is coming to Brisbane for the first time. The event will be held at the Brisbane Convention and Exhibition Center on March 9 and 10. Whether you are an experienced cat owner or a newbie ready to welcome a new cat, Cat Lovers Day will be an unforgettable experience where you can enjoy your time with these adorable companions.

### Event highlights:

- **WHISKAS® Stage:** You will have the opportunity to attend lectures, demonstrations and Q&A sessions hosted by renowned cat experts. Special guests include global rescue advocate Jackson Galax and leading veterinarian Dr. Claire Stevens.
- **Petting Zone:** Here you can get up close and personal with various cat breeds, learn more about their world, and enjoy interacting with them.
- **WHISKAS® ADOPTION AREA:** This area will provide opportunities for shelter cats to find their families.
- **Breed Showcases:** You'll have the opportunity to discover the fascination of a variety of cat breeds and mingle with Queensland's leading cat associations, organizations and expert breeders.

AU Living

Date: 06 March 2024

Medium: Online

Reach: 300,000

## [Free Tickets] After six years, the Dog Lovers Festival returns to Brisbane!

### Free tickets!

Life.com will give away 10 sets of Cat and Dog Lovers Festival. Send a text message with your pet photos or photos of your favorite cats and dogs to 0466979437. We will draw 10 winners and give away a set of tickets for the Cat and Dog Lovers Festival.



📌 Source: Officially provided

The much-anticipated National Dog Lovers Day will be held at the Brisbane Convention and Exhibition Center in the near future. The event returns to Brisbane for the first time in six years, marking the start of a weekend of doggy extravaganza.

Whether you are a die-hard dog fan or a novice dog lover, this event will provide you with an unforgettable experience. You can watch Australia's top dog shows, listen to expert lectures from leading experts, explore a variety of dog breeds and get up close and personal with adorable dogs in the petting area.

### Event Highlights

- **ADVANCETM Stage:** Feast for your eyes with exciting performances hosted by Australia's top animal trainers and celebrity veterinarians.
- **Antinol® DockDogs:** Watch dogs perform extreme sports in the pool, displaying their amazing skills and courage.
- **VitaPet Arena:** Experience canine aerial performances and agility competitions, including high jump, flyball, agility and Frisbee.
- **Pedigree Adoption Zone:** Learn about the importance of adoption and provide opportunities for dogs who need a loving home.

Sitchu

Date: March

Medium: Online

Reach: 360,500

## The March Event Guide to What's on in Brisbane Today, Tomorrow & Beyond

*The Sitchu scoop on the best events in March is here! Find out what's on in Brisbane by scrolling through our jam-packed events guide.*

### What's on in Brisbane This Month - Fun & Festivals



#### Dog Lovers & Cat Lovers Festivals

Pet parents, it's your time to shine! Don some cat ears, or dress up your dog, because the [Dog Lovers Festival](#) and [Cat Lovers Festival](#) have returned to Brisbane. These festivals are the pawfect way to meet new like-minded friends, discover the latest and greatest toys, food, treats and so much more. There's also a full lineup of incredible speakers, events and demonstrations involving some of the best-known pets, so make sure you check out the itinerary to plan your day.

**Sitchu Tip:** If you buy a ticket to one festival, this grants you access to the other, as they're running simultaneously!

Saturday 9th March and Sunday 10th March, 9:30am to 5pm

Brisbane Convention & Exhibition Centre, Glenelg Street, South Brisbane



The Senior

Date: 08 March 2024

Medium: Online

Reach: 69,000

## Festival of fur babies in Queensland's capital this weekend



Brisbane's [favourite dog-dedicated](#) festival returns for the first time in six years to the Brisbane Convention and Exhibition Centre, alongside the inaugural Cat Lovers Festival - both on across Saturday March 9 and Sunday March 10.

"We are so excited to be back in Brisbane with not one, but two epic festivals in one co-located event," festival founder, Jason Humphris said.

"With a star-studded line-up of talent appearing at both Festivals, we have no doubt that Queensland canine and feline lovers will relish the opportunity to unite for one weekend to celebrate our tail-wagging best buddies.

"The weekend is all about celebrating these wonderful companions, getting trusted insights on how to be the best pet parent we can be, and of course sniffing out all the latest and greatest stuff to spoil our pets."

Secret Brisbane

Date: 07 March 2024

Medium: Online

Reach: N/A

## 16 Of The Top Things To Do In and Near Brisbane This Weekend

Here are some of the best things happening in Brisbane this weekend, from live entertainment to epic eats and more.

### 1. Enjoy the furbulous fun at these adorable cat and dog festivals



Image: Supplied

The [Cat Lovers Festival](#) and [Dog Lovers Festival](#) are both coming to Brisbane this weekend, with plenty of themed attractions to look forward to.

Australian Traveller  
Date: 08 March 2024  
Medium: Online  
Reach: 500,000

## What's on around Australia in March 2024

### CAT & DOG LOVERS FESTIVAL

#### BRISBANE

#### 9-10 MARCH

Calling all animal lovers – the [Dog Lovers Festival](#) is returning to Brisbane this month, bringing with it the first-ever [Cat Lovers Festival](#) to the Queensland capital. Over 400 dogs and 200 cats will be in attendance across the weekend.

The program is practically barking with amazing events, from competitions and fashion runways to live panel talks and Pet-A-Pooch and Pet-A-Cat zones, which are sure to be a favourite.



Courier Mail (syndicated x 1)

Date: 11 March 2024

Medium: Online

Reach: 1,895,000



## 45 PICTURES: Cat Lovers and Dog Lovers Festival hits Brisbane

It was a pet lover's dream as thousands turned out for the combined Cat Lovers and Dog Lovers Festival at the Brisbane Convention and Exhibition Centre at the weekend. SEE THE PICS



1/45

Cat Lovers and Dog Lovers Festival at the Brisbane Convention and Exhibition Centre Saturday March 9, 2024.  
Picture, John Gass

# SOCIAL



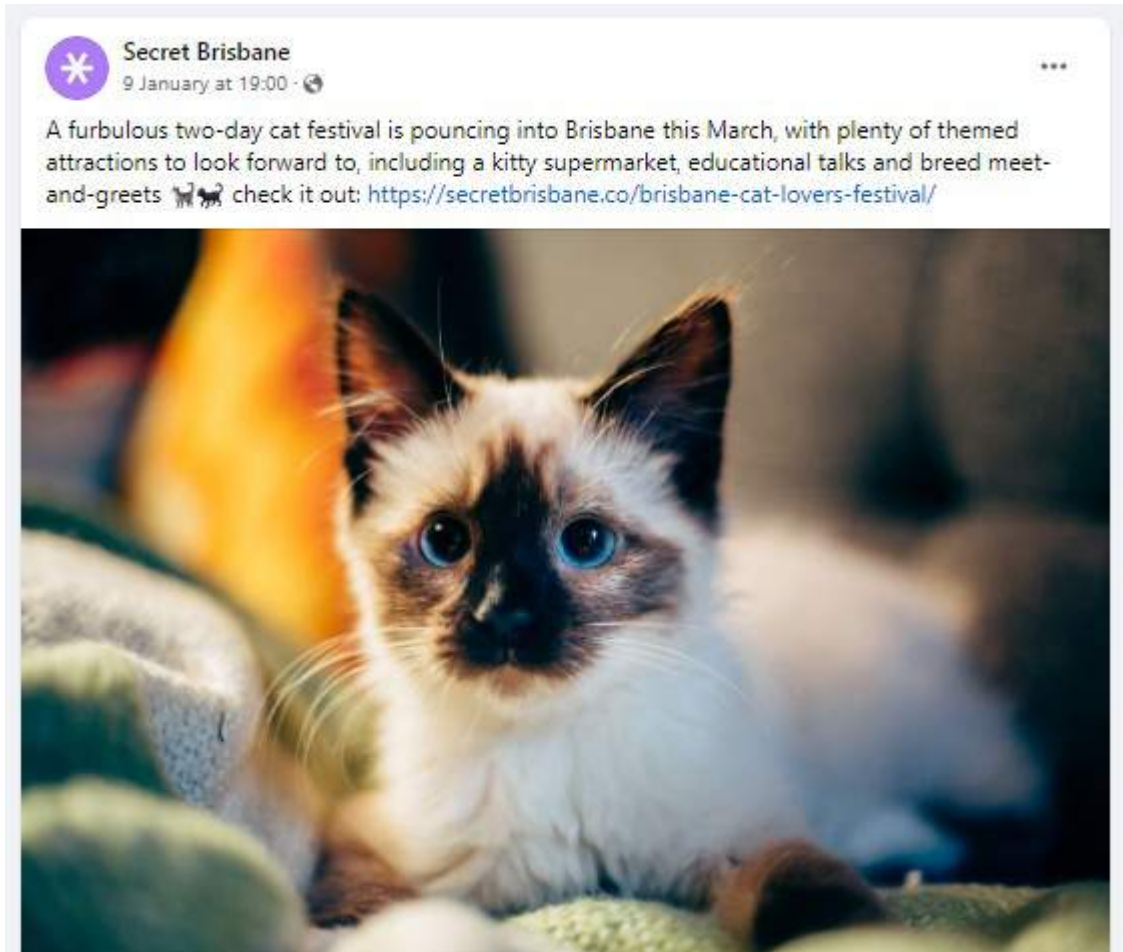
# EDITORIAL HIGHLIGHTS

Secret Brisbane

Date: 09 January 2024

Medium: Facebook

Reach: 33,000



# EDITORIAL HIGHLIGHTS

frankie

frankie

Date: 08 February 2024

Medium: X (Twitter)

Reach: 64,800



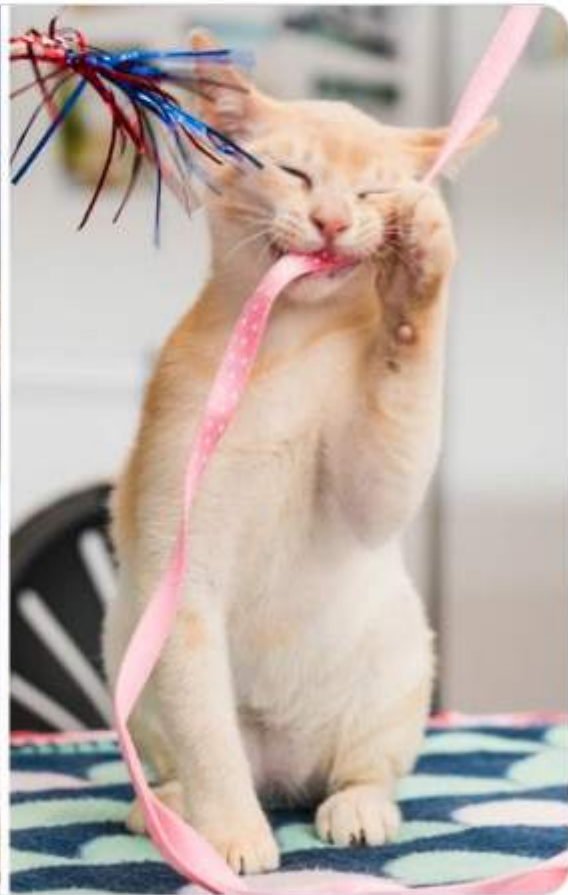
frankie magazine

@frankiemagazine

...

calling all dog and cat lovers: brisbane is holding two rad festivals:

[frankie.com.au/gallery/callin...](https://frankie.com.au/gallery/callin...)



10:05 AM · Feb 8, 2024 · 349 Views

# EDITORIAL HIGHLIGHTS

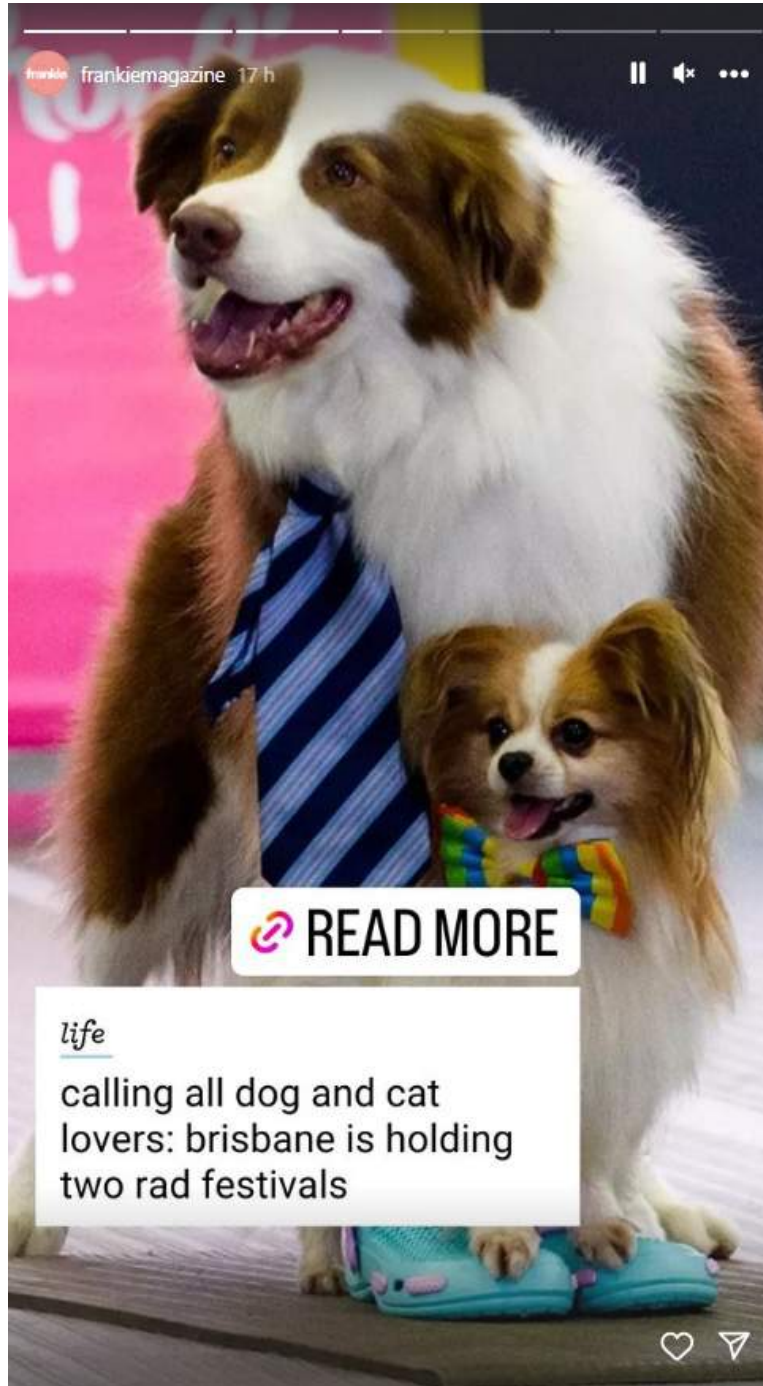
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frankie

Date: 08 February 2024

Medium: Instagram Story

Reach: 261,000





# EDITORIAL HIGHLIGHTS

frankie

frankie

Date: 08 February 2024

Medium: Facebook

Reach: 353,000

Frankie Magazine 23h

attention to all animal lovers: brisbane has two events dedicated to our favourite pets coming up soon!



FRANKIE.COM.AU

**calling all dog and cat lovers: brisbane is holding two rad festivals**  
Previous Next home galleries life calling all dog and cat lovers: brisbane is holding two rad fest...

# EDITORIAL HIGHLIGHTS

KIDS  
in the CITY

Kids in the City

Date: 22 February 2024

Medium: Facebook

Reach: 40,000



[COMPETITION TIME]

WIN: A Double Pass to both Dog & Cat Lovers Festivals in Brisbane 🐶🐱

The Dog Lovers Festival is bounding into Brisbane on 9 & 10 MARCH. Running along-side it, on the very same weekend !! is the Cat Lovers Festival. See one or see both as your pass gives you access to both 🐾

📅 9 & 10 March 2024

📍 Brisbane Convention & Exhibition Centre

DOG LOVERS FESTIVAL 🐶

<https://kidsonthecoast.com.au/.../dog-lovers-festival.../>

CAT LOVERS FESTIVAL 🐱

<https://kidsonthecoast.com.au/.../cat-lovers-festival.../>

🎟️ We have 1 x DOUBLE PASS to give away

TO ENTER: Tag a friend and tell us your favourite cat or dog joke 😊

The best joke wins!

Entries close 29 February 2024

The winner will be selected from either Facebook or Instagram and announced in the comments on this post.

# EDITORIAL HIGHLIGHTS

Kids on the Coast  
Date: 22 February 2024  
Medium: IG Post  
Reach: 14,000



kidsonthecoastmagazine 18 h • Follow

[COMPETITION TIME]

WIN: A Double Pass to both Dog & Cat Lovers Festivals in Brisbane 🐾🐱

The DOG LOVERS FESTIVAL is bounding into Brisbane on 9 & 10 MARCH. Running alongside it, on the very same weekend !! is the CAT LOVERS FESTIVAL. See one or see both as your pass gives you access to both 🐾

📅 9 & 10 March 2024  
📍 Brisbane Convention & Exhibition Centre

LEARN MORE: 📌 Click on link at top of our page 🐾🐱

📧 We have 1 x DOUBLE PASS to give away

TO ENTER: Tag a friend and tell us your favourite cat or dog joke 😄

The best joke wins!

Entries close 29 February 2024

The winner will be selected from either Facebook or Instagram and announced in the comments on this post.

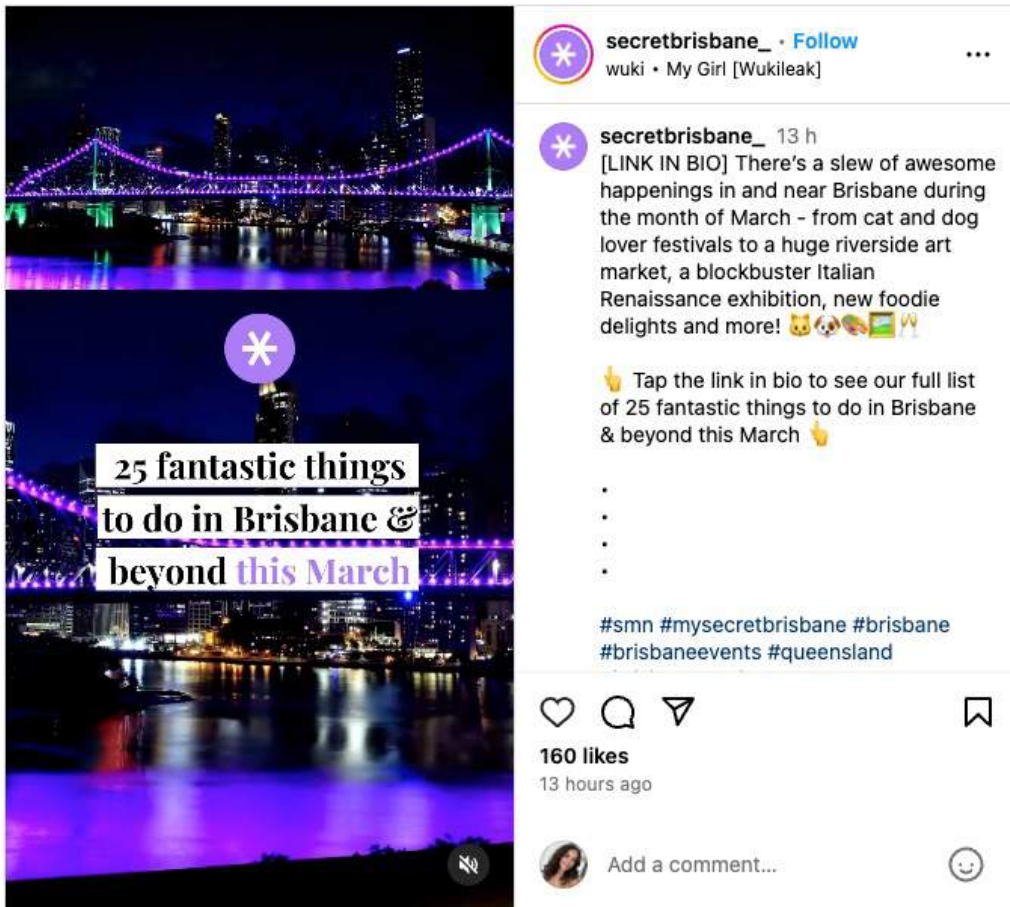
# EDITORIAL HIGHLIGHTS

Secret Brisbane

Date: 28 February 2024

Medium: Instagram Post

Reach: 121,000



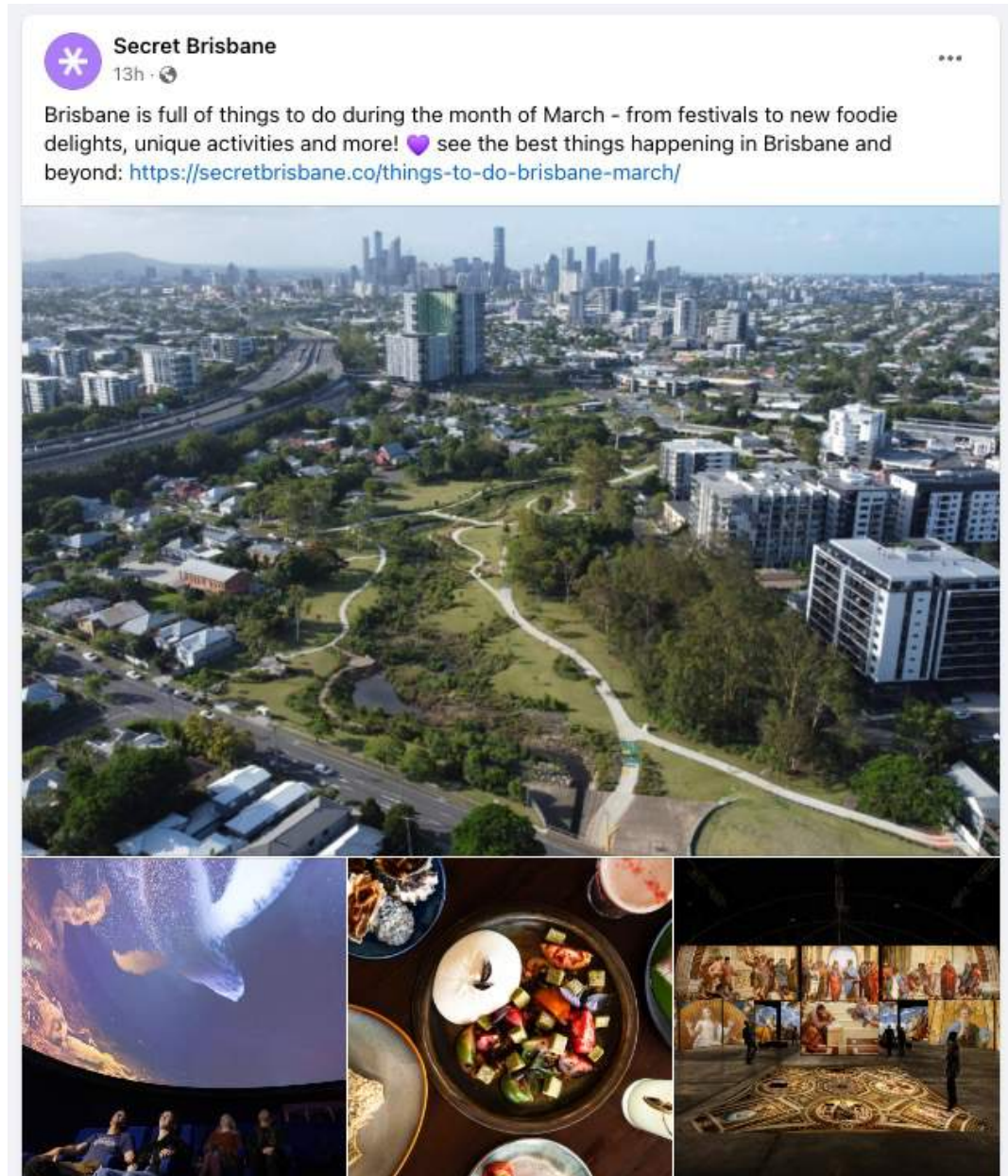
# EDITORIAL HIGHLIGHTS

Secret Brisbane

Date: 28 February 2024


Medium: Facebook

Reach: 38,000








# EDITORIAL HIGHLIGHTS

Families Magazine  
Date: 01 March 2024  
Medium: Facebook  
Reach: 51,000

 **Families Magazine - Brisbane**  
1 March at 20:00 · 🌐

{WHAT'S ON} 🐱 Meoowwww! A NEW Cat Lovers Festival will pounce on Brisbane from 9-10 March ==> <http://www.familiesmagazine.com.au/.../cat-lovers.../>

Celebrate everything that's cool about cats while getting up close and pawsonable with popular and rare cat breeds. Plus, the kitty face painting and neon glitter selfie wall will be furbulous for kids.



# EDITORIAL HIGHLIGHTS

The Morning Show  
Date: 04 March 2024  
Medium: Facebook  
Reach: 383,000

The Morning Show  1 d · 

Jackson Galaxy, also known as America's Cat Daddy has been a cat behaviourist for a quarter of a century, and is now preparing to share his wealth of wisdom down under, starting here on TMS 🐾

#TMS7 – Straight after Sunrise, weekdays on Channel 7 and 7plus



**THE 'CAT DADDY' SHARES HIS WISDOM**  
Feline behaviourist to reveal his tips and tricks



  27

5 comments 2 shares

# EDITORIAL HIGHLIGHTS

Families Magazine

Date: 07 March 2024

Medium: Facebook

Reach: 51,000



Families Magazine - Brisbane

21 h · 🌐



{WHAT'S ON} This weekend, animal lovers have two Furbulous Festival's to enjoy plus the Moreton Kids Festival is back! ==>

[www.familiesmagazine.com.au/whats-on/](http://www.familiesmagazine.com.au/whats-on/)

### All Weekend

- 🐱 Cat Lovers Festival | Brisbane Convention & Exhibition Centre
- 🐶 Dog Lovers Festival | Brisbane Convention & Exhibition Centre
- 🚴 Brisbane Cycling Festival | Across Brisbane
- 🎭 Beauty & the Beast The Musical | QPAC
- 🧚 Fairy Tales | GOMA
- 🦖 Jurassic World by Brickman® | Queensland Museum

### Saturday 9 March

- 🎭 Peter Pan | Brisbane Arts Theatre

### Sunday 10 March

- 🎪 Moreton Kids Festival 2024
- 🍷 Milton Markets
- 🍷 Redcliffe Markets





# EDITORIAL HIGHLIGHTS

Inner City Brisbane News

Date: 07 March 2024

Medium: Facebook

Reach: 7,400

INNER  
BRISBANE  
NEWS



**Inner City Brisbane News**

Yesterday at 14:35 · 🌐



After six long years, the Dog Lovers Festival returns to the Brisbane Convention & Exhibition Centre in South Bank. Adding to the excitement, the very first Cat Lovers Festival will run concurrently promising a purr-fect, bark-tastic weekend for pet lovers.

Read more on SOUTH BANK NEWS

<https://southbanknews.com.au/south-bank-hosts-dual-pet.../>



# EDITORIAL HIGHLIGHTS

Families Magazine  
Date: 07 March 2024  
Medium: Instagram Post  
Reach: 6,144



familiesmagazine · Follow

familiesmagazine 21 h  
{WHAT'S ON} This weekend, animal lovers have two Furbulous Festival's to enjoy plus the Moreton Kids Festival is back! Get the event details below and in our online calendar - link in bio!

**All Weekend**

- 🐱 Cat Lovers Festival | Brisbane Convention & Exhibition Centre
- 🐶 Dog Lovers Festival | Brisbane Convention & Exhibition Centre
- 🚴 Brisbane Cycling Festival | Across Brisbane
- 🎭 Beauty & the Beast The Musical | QPAC
- 📖 Fairy Tales | GOMA
- 🦖 Jurassic World by Brickman® | Queensland Museum

2 likes  
21 hours ago

Add a comment...



# EDITORIAL HIGHLIGHTS



Channel 10 Queensland

Date: 08 March 2024

Medium: Facebook

Reach: 139,000



# EDITORIAL HIGHLIGHTS

Families Magazine  
Date: 09 March 2024  
Medium: Facebook  
Reach: 51,000



# EDITORIAL HIGHLIGHTS

Families Magazine

Date: 09 March 2024

Medium: Instagram Reel

Reach: 6,176



**Cat & Dog Lovers Festival Brisbane**



**From heaps of cats...**

familiesmagazine 1 w

 CAT & DOG FESTIVAL THIS WEEKEND!

Are you ready for all the floof? We went today to check it out. Along with the cutest kittens, cats, puppies and dogs, there are displays, products and services and talks where you can ask questions to find out more about your favourite breed.

On Saturday and Sunday this weekend, grab your tickets online now!! #hosted



**Cat & Dog Show at Brisbane Exhibition Centre is on again this Sunday (tomorrow)!**

# EDITORIAL HIGHLIGHTS

[Brisbane Food Adventure](#)

Date: 10 March 2024

Medium: Instagram Post

Reach: 57,100



**brisbanefoodadventure** Brisbane Dog & Cat Lovers today is the last day to enjoy this incredible Festival! 🐶🐱

I am absolutely the biggest dog lover (if you couldn't tell 🤔) so this was possibly one of the best experiences- I honestly got to pet so many dogs that I lost count 🥰🐶

But of course it's not just about getting puppy cuddles - but you can actually talk to the owners and breeders at the showcase to learn more about the dogs themselves so that when you do decide to get yourself a dog, that you can make educated decisions on what works best for your situation etc.

They also had dogs doing the vertical and long jumps - extremely impressive stuff! Show dogs and other activities. For the kids @officialblueytv is also around and face painting 🎨 Of course lots of treats, toys and dog accessories for purchase too!

For the humans, there is also food and even wine stations so you can relax inbetween 🍷

If you love Dogs and/or Cats - then this is a must visit festival for you

# RADIO



# EDITORIAL HIGHLIGHTS



Smooth FM Brisbane  
Date: 06 March 2024  
Medium: Radio  
Reach: 26,000





# EDITORIAL HIGHLIGHTS



Smooth FM Brisbane  
Date: 08 March 2024  
Medium: Radio  
Reach: 26,000



# EDITORIAL HIGHLIGHTS

Radio  
BRISBANE

ABC Brisbane (syndicated x 1)

Date: 09 March 2024

Medium: Radio

Reach: 29,600



ABC BRISBANE

**Brisbane Saturday Breakfast**

# SUMMARY



# 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 the first Cat Lovers Festival in Brisbane 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.
- 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.
- Facilitated multiple pre-event and on-site photo and broadcast media opportunities including 1 x photoshoot with Courier Mail, Channel 10 exclusive, Channel 9 news package and Weekend Today weather.
- Secured an interview with ABC radio on-site, including talent briefing.
- 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.
- Researched and shared local influencers who could attend the festivals.

# LEARNINGS & RECOMENDATIONS

## PUBLIC RELATIONS

- We were absolutely stoked to land an exclusive with Channel 10 news for pre-event coverage. The reporter who came on-site plus the Chief of Staff/news desk were huge pet lovers so this was a fantastic connection and great to keep in mind for the future!
- The event took place in a busy news cycle in Brisbane and around Australia, with the tragic Brisbane CBD bus accident and big Australian events around the country such as Moomba and a long weekend. The Festival still received great coverage from the Morning Show and Channel 10 in the lead up to the event – however these factors did cause for Channel 9, Sunrise and Weekend Today to be pushed.
- It was fantastic to see Channel 9 come on-site and film for a news package, chatting with multiple talent and vision shots. However, due to the news cycle and Channel 9's bulletin, the event package did not run.
- As video footage was not filmed for Brisbane, we were delighted to still land some great broadcast opportunities and utilise Melbourne/Sydney footage for some opps. It is recommended to have B-ROLL (and a VNR as an ideal addition) for all event weekends as this will help achieve further coverage, especially during a heavy news cycle which is unpredictable, and resourcing is limited.
- Being the first time in Brisbane (for a few years), it was discovered that Melbourne and Sydney are prioritised for coverage against the smaller cities, such as Brisbane. It was great to work with the Weekend Today and Sunrise teams for broadcast opps, but due to certain other city events, such as Moomba, we did get pushed. This can also be applied to online platforms who are more likely to work on a Sydney/Melbourne story given the larger audience.
- It was fantastic to have both doors open between both festivals to create a seamless experience for all attendees. If this is going ahead in the future, it would be great to include in our press release + pitching.
- We were delighted to have Sherpa come on site and film footage for socials and a hype reel. This will be a great asset for PPI in the future!
- 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 and can work with talent seamlessly for PR opps.
- Talent was harder to secure for PR opportunities in the lead up to the event due to personal travel requirements and location. For example, we did need to pivot our Sunrise opportunity with Dr Katrina from in-studio to on-site due to her pre-event travel. It would be recommended to hear more about travel details ahead of event weekend to keep in mind for PR opps.

**COVERAGE  
TRACKER  
HERE**



# Thank you!

**Stacey McArdle**  
Managing Director

**Jasmine Burford**  
Account Director

**Zoe Morley**  
Senior Account Manager

**Laura Power**  
Junior Account Manager