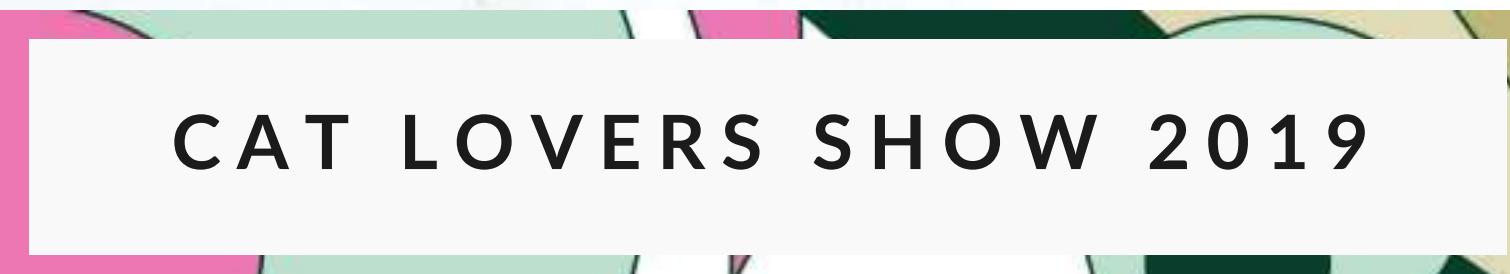


HOTHOUSE

MEDIA & EVENTS



CAT LOVERS SHOW 2019

P R C A M P A I G N R E P O R T

COVERAGE RESULTS.

101

ONLINE PIECES

Online coverage was achieved nationally across all NewsCorp (e.g. Herald Sun, The Daily Telegraph, Courier Mail) and Nine Entertainment's (e.g. The Age, Sydney Morning Herald) digital platforms. Other key platforms included include 7News Australia, Royal Auto, Broadsheet, The Urban List, Concrete Playground, Time Out and Whimn. Select online coverage was also shared across nine respective EDM databases.

98

PRINT PIECES

Print coverage was achieved nationally in Australian Women's Weekly Magazine and leading Victorian newspapers; the Herald Sun (SCREEN, Weekend) and The Age (M Magazine, Spectrum) as well as multiple syndications across The Leader Group (20+ titles). Coverage was also achieved in Time Out magazine and ten Star News Group titles, as well as CALD publication Vision China Times.

65

SOCIAL PIECES

Social media coverage was achieved across all major platforms including Facebook, Instagram, Twitter and WeChat. Many online platforms syndicated their coverage across social channels as well as publishing organic content. Leading social accounts included 7News Australia, City of Melbourne (What's On), Herald Sun, The Age, KIIS 101.1, Broadsheet, Time Out, Concrete Playground, The Urban List and Star News Group.

11

BROADCAST PIECES

Broadcast coverage was achieved across leading television and radio stations such as Nine News Melbourne (6x weather crosses), Weekend Sunrise, The Morning Show, Postcards as well as 3AW, ABC Radio Ballarat and The Squiz Podcast.

TOTAL COVERAGE ACHIEVED: 275

AUDIENCE.

80,185,440 5,929,655 10,553,728 1,384,158

ONLINE

Total online audience accumulates the monthly average unique visitors (AUV), of each site that covered the event, as well as EDM subscribers.

Top sites included Sydney Morning Herald (5,334,000), 7News Australia (3,846,721), The Age (2,381,000) and Herald Sun (2,300,000). Multiple digital NewsCorp and Nine Entertainment pieces were syndicated nationally.

PRINT

Total print audience accumulates the number of printed copies (circulation) of each publication that covered the event. Publications with the highest circulations included The Australian Women's Weekly (375,036), Sunday Herald Sun (349,252), The Saturday Age (241,029) as well as The Leader Group (918,366 total) who syndicated three separate coverage pieces across numerous titles.

SOCIAL MEDIA

Total social media audience accumulates the number of followers of each Facebook and Instagram page that covered the event.

The largest social audiences were the Facebook pages of 7News Australia (1,785,479), What's On Melbourne (460,915), Herald Sun (364,185), The Urban List (346,447), The Age (321,377) and Broadsheet (301,116) as well as What's On Melbourne Instagram account (188,000)

BROADCAST

Total broadcast audience accumulates the average number of viewers and/or listeners of each program or segment. Top broadcast audiences included Nine News Melbourne (509,000 - total Afternoon + Evening), 7News Melbourne (201,000), Weekend Sunrise (256,000), Postcard (179,301) and The Morning Show (148,000) as well as 3AW (74,000)

Notes on Audience Figures:

Audience figures are calculated using official MediaNet and Slice Media Monitoring values. A print title's circulation is the number of copies it distributes on an average day. An online title's audience is calculated using average unique browser figures. Broadcast is the total audience watching or listening to a specific segment.

AUDIENCE.

TOTAL CUMULATIVE AUDIENCE OF ALL 275 MEDIA ARTICLES:

98,052,981*

12.4% INCREASE IN VOLUME OF COVERAGE FROM 2018

1.3% INCREASE IN 2018'S TOTAL CUMULATIVE AUDIENCE

WITH STRONG SYNDICATIONS NATIONALLY, ONLINE IS THE STRONGEST MEDIUM
BY VOLUME, FOLLOWED CLOSELY BY PRINT

*THE 2019 CAT LOVERS SHOW CAMPAIGN IS THE LARGEST ACHIEVED VOLUME
OF COVERAGE AND AUDIENCE OF ALL EMI EVENTS TO DATE*

*Official audience and circulation figures sourced from Medianet and Slice Media Monitoring

AUDIENCE INSIGHTS.

TOP PERFORMING MEDIA ARTICLES:

The Sydney Morning Herald	Online	5,334,000
7News Australia	Online	3,846,721
Daily Telegraph	Online	2,600,000
The Age	Online	2,381,000
Herald Sun	Online	2,300,000
The Australian	Online	2,000,000
7News Australia	Facebook	1,785,479
The Courier Mail	Online	1,700,000
The Advertiser	Online	1,107,000
Whimn	Online	1,000,000

*Official audience and circulation figures sourced from Medianet and Slice Media Monitoring

OUTCOMES

HotHouse Media & Events proposed the following measures to demonstrate PR outcomes:

- Volume of media coverage in excess of 200 pieces of media coverage (including syndications as per past campaigns) - **EXCEEDED BY 75**
- Positive media relationships demonstrated by increase of registered accredited media at the event by 50% (target of 30 accredited media) - **EXCEEDED TARGET BY 37**
- Demonstrated reach and awareness demonstrated by cumulative media audience (cumulative audience in excess of 70,000,000) – **EXCEEDED BY 28,000,000**
- Quotes and feedback from media in attendance included in report – **INCLUDED**



SUNRISE

MELBOURNE



MEDIA HIGHLIGHTS.

Please find a snapshot of media coverage highlights on the following slides.

MEDIA HIGHLIGHTS.

OUTLET: Nine News (Afternoon + Evening)

AUDIENCE: 509,000 (total)



OUTLET: [Nine News Melbourne \(Twitter\)](#)

AUDIENCE: 130,000

A screenshot of a Twitter post from the official account of Nine News Melbourne (@9NewsMelo). The post features a photo of the male reporter, Justin Mack, in a suit, standing in front of a backdrop of the Melbourne city skyline. The caption reads "@justinemack9 joins us from the Royal Exhibition Building. #9News". The post has 1,48 views. The Twitter interface shows the "Follow" button and the "9 News Melbourne" profile icon.

MEDIA HIGHLIGHTS.

OUTLET: Weekend Sunrise
AUDIENCE: 256,000



OUTLET: [Sunrise](#) (Twitter)
AUDIENCE: 472,000

A screenshot of a Twitter post from the "Sunrise" account (@sunriseon7). The post features a photo of a cat standing on its hind legs. The caption reads: "The Cat Lovers show kicks off in Melbourne today where owners can be educated, inspired and connect with other furry friends 🐱". Below the photo, there is another image showing a man and a woman holding cats. The post includes the text: "Australia's biggest ever cat festival opens its doors in Melbourne. The 2019 Cat Lovers Show is SO much BIGGER and SO much better! sunrise.com.au". There is a "Follow" button in the top right corner of the tweet card.

MEDIA HIGHLIGHTS.

OUTLET: The Morning Show
AUDIENCE: 148,000



OUTLET: [The Morning Show \(Online\)](#)
AUDIENCE: N/A

The Morning Show website page. At the top, there's a banner with two hosts. Below it, the title "THE MORNING SHOW" is displayed. The main content is an article titled "Understanding cat body language: How to know when your feline friend is happy or annoyed". The article includes a photo of a fluffy grey cat and a play button icon. A small caption at the bottom of the image reads: "Animal behaviour expert Rose Horton is here to reveal whether your cat is feeling affectionate or attack mode. Credit: Getty Images".

OUTLET: [The Morning Show \(Facebook\)](#)
AUDIENCE: 287,807

A Facebook post from "The Morning Show" page. The post is dated November 19 at 2:00 PM. The caption reads: "Have you ever noticed your cat do this? 😂". Below the caption is a large, close-up photo of a fluffy grey cat looking directly at the camera. At the bottom right of the post, there's a link to "About this website".

MEDIA HIGHLIGHTS.

OUTLET: Postcards

AUDIENCE: 179,301



MEDIA HIGHLIGHTS.

OUTLET: [7News Australia](#)

AUDIENCE: 3,846,721

The screenshot shows the 7News Australia website with a banner for the 'Cat Lovers Show' in Melbourne. Below the banner, a large headline reads 'Australia's biggest ever cat festival opens its doors in Melbourne'. A video player is visible, showing a fluffy orange cat standing on its hind legs, reaching up towards a red ball. To the right, a photo shows a man holding a small cat while a woman holds another. At the bottom, a caption reads 'A purrfect event for all cat lovers. Credit: Cat Lovers Show 2019'.

OUTLET: [7News Australia \(Facebook\)](#)

AUDIENCE: 1,785,479

The screenshot shows a Facebook post from '7NEWS Australia'. The post features two images: one of a cat standing on its hind legs, reaching for a toy, and another of a man holding a cat. The caption reads 'The 2019 Cat Lovers Show is SO much BIGGER and SO much better.' Below the images, it says '7NEWS.COM.AU' and 'Australia's biggest ever cat festival opens its doors in Melbourne'. At the bottom, there are engagement metrics: 1.5K Comments and 71 Shares.

MEDIA HIGHLIGHTS.

OUTLET: 7News Melbourne

AUDIENCE: 201,000



OUTLET: [7News Melbourne](#) (Twitter)

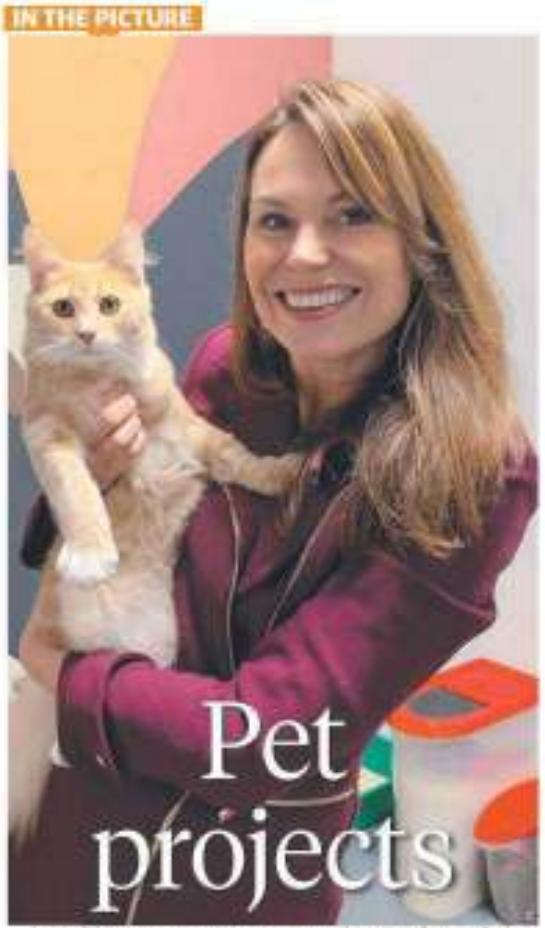
AUDIENCE: 113,000

A screenshot of a Twitter post from the account '7NEWS Melbourne' (@7NewsMelbourne). The post features a photo of a female news anchor in a red dress, sitting in front of a city skyline. The text in the post reads: 'Buttercup is an eight-week-old female kitten looking for a home. If you're interested in adopting her, get in touch with @LortSmith. 7NEWS.com.au #7NEWS'. The post has 1,112 views. The 7NEWS logo is visible in the bottom right corner of the image.

MEDIA HIGHLIGHTS.

PUBLICATION: Saturday Herald Sun - Weekend

CIRCULATION: 349,252



GRACE MCKENNON

LARA Shannon's two loves—working with animals and being in the media—has combined over several decades to help save many creatures, whether from extinction or the pound.

From starring on Schedule Disney and Today WKD to Zoochic! Pet and her Frenchick shows, the Melbourne woman has dedicated her life to animal conservation and educating others on animal welfare issues.

Her passion for all creatures great and small started at a young age growing up in Adelaide surrounded by dogs, horses and rats, and she even took to raising foxes.

"I always knew I'd work with animals," Shannon says.

"Even though I always wanted to work in the media, I wanted to do it because I wanted to make a difference in the world and help save our animals. I thought the media played a critical role in reaching as many people as possible and fortunately now I get to do both."

As executive producer and co-host of Zoochic! Pet, she made the TV series to educate Australians about dogs and our relationships with them. The heartwarming show provides activities, advice and behavioural education that every dog owner should know about.

She's now turning her attention to maggots. Next weekend, she will be at the Cat Lovers Show at Carlton's Royal Exhibition Building on November 30 and December 1 helping people adopt the right cat for them rather than just the cutest kitten. She will also be available to ask pet-related questions.

CATLOVERS SHOW.COM.AU



Lara Shannon continues to educate through her lifelong love of animals, with cats her latest project

PUBLICATION: Australian Women's Weekly

CIRCULATION: 375,036



waballet.com.au • NOVEMBER 30 Feline fans can learn about the best breed for their lifestyle, get questions answered by experts or pat-a-cat at the Cat Lovers Show (7) at Melbourne's Royal Exhibition Building. catloversshow.com.au/melbourne

MEDIA HIGHLIGHTS.

PUBLICATION: Herald Sun
CIRCULATION: 303,140

COOL AS A CAT ON A PERSPEX SHEET

FORGET about underdogs; under cats are where it's at. Coined to describe the viral trend of photographing cats from underneath Perspex sheets, the technique makes for great snaps. So good that they might turn you into a cat lover if you weren't one already. It's purr-fect timing too, as the 2019 Cat Lovers Show is just three weeks away. Feline fanatics are being encouraged to buy tickets beforehand to avoid disappointment as the show is bigger than ever. It runs Saturday, November 30 and Sunday, December 1, 9am to 5pm. catlovershow.com.au

Pictures: DAVID CAIRD

OUTLET: [Herald Sun](#)
AUDIENCE: 2,300,000

'Under cat' shots are the best kitty pictures you'll see all week

These shots of tiny, confused kittens on a perspex sheet are paw-sitively adorable — and they could turn even the staunchest dog person into a cat lover. SEE THE PICTURES

Cat Lovers Show

Forget about the underdogs; under cats are where it's at. Coined to describe the viral trend of photographing cats from underneath Perspex sheets, the technique makes for unique and interesting snaps, as you can see. The shots are so good, in fact, that they might turn you into a cat lover if you weren't one already.

OUTLET: [Herald Sun \(Facebook\)](#)
AUDIENCE: 363,893

HS Herald Sun
November 18 at 5:30 PM · [SEE 11 COMMENTS](#)

These shots of tiny, confused kittens on a perspex sheet are paw-sitively adorable — they could turn even the staunchest dog person into a cat lover.

HERALDSUN.COM.AU

The best cat pictures you'll see this week

Forget about the underdogs; under cats are where it's at.

MEDIA HIGHLIGHTS.

PUBLICATION: Herald Sun
CIRCULATION: 303,140



SABRINA AND A CAT THAT GOT THE SCREAM

CHARLOTTE BRUNDRETT

SABRINA the Teenage Witch provides the perfect Halloween inspiration for pet owners stuck on costume ideas, with Sabrina Spellman and her magical feline Salem, the ultimate dress-up duo.

Owners should build on to their costumes from *Sabrina's* Bluestone Frills for a great mouldy Billy-Goat Cat's Head Fashion Parade at the 2018 Cat Lovers Show.

Participants are encouraged to dress up in their best cat-inspired costumes for daily prizes, with the event one of many feline-inspired features at the show.

Now in its second year, the Cat Lovers Show will take place at the Royal Exhibition Building from November 10 until December 1.

"Due to the overwhelming public response we received in our inaugural year, we are excited to be presenting a larger and more exciting show this year," says chief executive and show director, Jason Horner.

PUBLICATION: Herald Sun
CIRCULATION: 303,140

FLUFFBALLS SEEKING A HOME

CHARLOTTE BRUNDRETT

The basket will do for now, but kittens Chester and Roxy are hoping to find a more permanent kind of home.

Like hundreds of felines in need, the ginger fluffballs are in the care of the Lort Smith Animal Hospital, who are hosting an adoption exhibit at the Cat Lover's Show this weekend.

"Typically, Lort Smith rehomes around 350 kittens and 350 adult cats each year," said Serena Hong, general manager of the Adoption Centre at Lort Smith.

The non-profit organisation, which is the largest and busiest animal hospital in Australia, will be joined by Ingrid's Haven, a Victorian non-profit, no-kill shelter, who also have an exhibit at the two-day event.

Rising awareness for cat adoption and supporting animal shelters is a driving factor at the Cat Lovers Show and it's hoped the event will contribute to the much-needed rehoming of cats and kittens in need.

The Melbourne Cat Lovers Show takes place at the Royal Exhibition Building in Carlton Gardens this Saturday and Sunday, from until 5pm daily.

catloversshow.com.au



Kittens Chester and Roxy with Dakota, 7, are up for adoption. Picture: JASON EDWARDS

MEDIA HIGHLIGHTS.

PUBLICATION: Sunday Herald Sun

CIRCULATION: 349,252



FACE IT, I'M THE TOP CAT

FORGET the cat in the hat, this cat is a hat! Alessandra S., was quite happy for Bengal kitten Malachai to perch on her while they were promoting the Cat Lovers Show, which returns to Melbourne next weekend. It will feature more Bengals plus other rare breeds such as the Toyger, Chausie and Ocicat. NICK D'URBANO

PICTURE: DAVID CAIRNS

PUBLICATION: Sunday Herald Sun

CIRCULATION: 349,252



Maddie's mog squad

THE Cat Lovers show kicked off yesterday, featuring appearances from celebrity vet Dr Chris Brown and kitties big and small, such as viral sensations Bindi and Didja the skateboarding cats. But Maddie, 10, from Cheltenham,

believes her mogglies Emma, Meeme and Astoria are the real stars of the show.

The event runs until 5pm tonight at the Royal Exhibition Building.

Tickets available online at catloversshow.com.au.

MEDIA HIGHLIGHTS.

PUBLICATION: Sunday Herald Sun - SCREEN

CIRCULATION: 349,252

High Five
Your one-stop guide to the week ahead

DVD/DIGITAL
FAST & FURIOUS: HOBBS & SHAW
Some it's...
so dumb as
a sack of
turnips... and has
a total
disregard
for the laws
of physics, but for pure action thrill
you can do a lot worse than putting
your brain in neutral while The Rock
and The Stuntman bust the stuffing out
of each other and the bad guys.
Adam Driver is the (now-the) top form
in nearly indestructible villain
Brixton, as in a kick-ass Valentine
Koby (The Down).
SEE IT DVD, Blu-ray, 4K UHD,
Foxtel Store

FAMILY
CAT LOVERS SHOW
It's the biggest weekend of the year
for fans of our fuzzy feline friends,
with a huge action-packed program
including skateboarding cats, new
celebrity vets including Dr Chris
Brown and Dr Katrina Warren,
a prosecco and nail bar, a kitty
adoption zone and a dedicated
patting area. A purr-fect day out.
SEE IT Royal Exhibition Building,
Carlton, Saturday and Sunday,
9am-5pm. \$25 adults, \$12 kids.
catloversshow.com.au

FAMILY
WE ARE BAM THANG KIYAPAM
After two
successful
outings in
Foxtel's the
hottest kids
party in town
heads north with
more DJs (including Tim Rogers,
above), drawing, yoga, Fairisle
dancing, board games and more.
SEE IT Novotel Toowong,
520 High St, Westgate, today, noon
to 5pm. \$25 adults, \$12 kids.
lifewelltravelwell.com.au

FAMILY
CAT LOVERS SHOW

It's the biggest weekend of the year
for fans of our fuzzy feline friends,
with a huge action-packed program
including skateboarding cats, new
celebrity vets including Dr Chris
Brown and Dr Katrina Warren,
a prosecco and nail bar, a kitty
adoption zone and a dedicated
patting area. A purr-fect day out.
SEE IT Royal Exhibition Building,
Carlton, Saturday and Sunday,
9am-5pm. \$25 adults, \$12 kids.
catloversshow.com.au

OUTLET: [Herald Sun](#)

AUDIENCE: 2,300,000

Herald Sun



LIFESTYLE

ARLINGTON

FAREWELL

TRAVEL

HEALTH

PARENTING

ASTROSCOPES

GAMES

STYLING

HOMES & GARDENS

RELATIONSHIPS

TOMMY HILFINGER
HILFIGERAUSTRALIA

HOTHOUSE

Everything you need to know about the 2019 Cat Lovers Show Melbourne

Feline fanfare returns to Melbourne when the second annual Cat Lovers Show rolls into town – and it's bigger and better this year.



www.catloversshow.com.au

KITTY COSPLAY

The Kitty Cosplay CatValk Fashion Parade returns this year, taking place at 11.30am daily on the Black Hawk Stage.

Visitors are encouraged to participate in
[register their entries by Wednesday, Nov 6](#).

Finalists will be selected each day and the
winners will stage 20C, Lion Parade.

Please note there are a limited number



[www.catloversshow.com.au](#)



PROGRAM HIGHLIGHTS OF 2019 CAT LOVERS SHOW MELBOURNE

With more than 100 exhibitors across a variety of categories, the show will feature a wide range of activities designed to educate, engage and entertain visitors with feline art forms.

MEDIA HIGHLIGHTS.

OUTLET: [Herald Sun](#)

AUDIENCE: 2,300,000



Search

Home LIFESTYLE MELBOURNE EATING OUT TRAVEL HEALTH PARENTING HOROSCOPES GAMES STELLAR HOME & GARDEN RELATIONSHIPS < >

LIFESTYLE

The best wacky and wonderful Christmas gifts to buy your cat

From feline onesies to kitty litter boxes modelled on a human-style toilet, there is no shortage of unusual gifts cat owners can buy their furry friends.

FOR TRUE CAT LOVERS

For those who like to dress their cats to the nines, there's a far more practicable option than silly, restricting costumes.

Little Kitty Co and Sassy Meow have a range of bright, colourful, pet-tunneled collars, bows and bandanas to appear even the fussiest feline in their prettiest of ensembles.



FOR THE TECH OBSESSED

You can track just the litter deficit, which keeps litter from the modern age. You won't have to constantly smell the litter box or clean it, it's self-cleaning, which is a relief and easier to ensure recycling. An equally important alternative to the modern self-cleaning litter box, which is a must for those who have trouble reaching.



Some are wacky, some are wonderful, and some are downright bizarre.

But one thing is for sure — scratch aside, the cat will be the last to leave a present this season gift for every cat.

And the next for below repeat what you can get now or go online later or self-purchase from Little Kitty Co.

The latest batch of cat products are being rolled out just in time for Christmas.

They will be in store at the new www.hothouse.com.au, which opens at the end of November and the new website, www.hothouse.com.au.

Check our pick of some of the most unique offerings.

OUTLET: [Herald Sun \(Facebook\)](#)

AUDIENCE: 364,185



Herald Sun

November 26 at 4:00 PM ·

What do you buy for a cat who already has everything?

Here's some wacky and wonderful ideas, ranging from feline onesies to kitty litter boxes modelled on a human-style toilet.



HERALDSUN.COM.AU

The weird and wonderful things people buy their cats

Some are wacky, some are wonderful, and some are downright bizarre.

MEDIA HIGHLIGHTS.

OUTLET: [The Leader Group](#) (Herald Sun Online)
AUDIENCE: 2,300,000

Herald Sun

Cat Lovers Show Melbourne 2019: tickets won

Aww, we love cats! And love that the Cat Lovers Show is returning to Melbourne's Royal Exhibition Building later this month.



Visitors can expect an action-packed program when the 2019 Cat Lovers Show returns to Melbourne's Royal Exhibition Building on Saturday, November 30 and Sunday, December 1.

See the newly expanded Trouble and Trix Breed Showcase, skateboarding cats, Australia's favourite celebrity vets, kitty-inspired nail bar, adoption zone and dedicated patting area. Leader readers have the chance to win one of 10 family passes plus a Trouble and Trix litter hamper. To enter, visit the competitions page at [leadernews.com.au](#) by 9am on Tuesday, October 29.

[Leadernews.com.au](#) and [leadernews.com](#) to learn more.

The following Leader Readers have won a family pass to the 2019 Cat Lovers Show. Melbourne gets a Trouble and Trix litter hamper valued at \$500.

PUBLICATION: The Leader Group (syndicated x 23)
CIRCULATION: 918,366 (total)

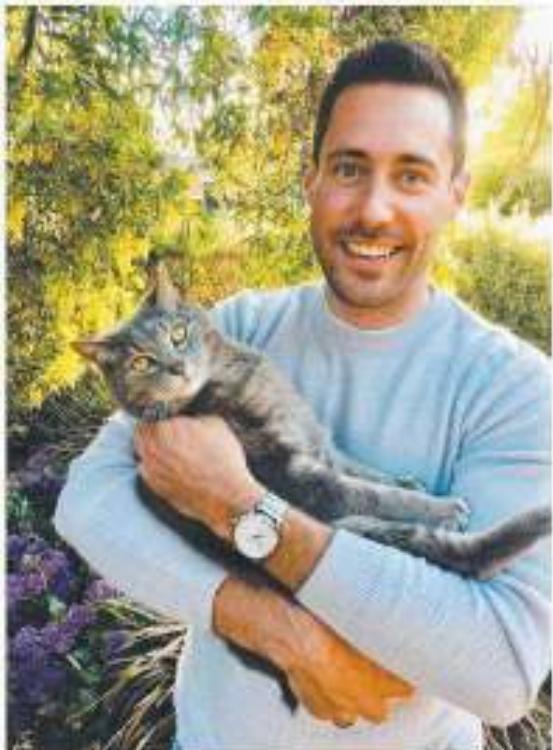


THE PURR-FECT PET SHOW

Visitors can expect an action-packed program when the 2019 Cat Lovers Show returns to Melbourne's Royal Exhibition Building on Saturday-Sunday, November 30-December 1. See the Trouble and Trix Breed Showcase, skateboarding cats, Australia's favourite celebrity vets, kitty-inspired nail bar, adoption zone and dedicated patting area. Leader readers have the chance to win one of 10 family passes plus a Trouble and Trix litter hamper. To enter, visit the competitions page at [leadernews.com.au](#) by 9am on Tuesday, October 29.

MEDIA HIGHLIGHTS.

PUBLICATION: The Leader Group (syndicated x 5)
CIRCULATION: 261,905 (total)



Bruno the cat gets a cuddle from Dr Ben Porter

LIFESTYLE Purr-fect pets

Owning a pet is a lifelong commitment, so adopting a cat should be a considered decision, writes Fifi Lim

This weekend Cat Lovers Week at the Royal Exhibition Building will be a great time to consider whether adopting a pet is right for you. And while it's important to think about your responsibilities, there are other factors to take into account when choosing a cat, says Dr Ben Porter.

"The desire to adopt and to never leave the apartment to visit parents and leave alone all change when you have a cat."

Dr Porter is a well-respected medical officer with a healthy amount of time to give to the discussion.

"One downside to having a cat is that the person has to spend more time at home," he says.

"It's important to make sure you're prepared to commit to the cat's needs, including exercise and company."

He adds:

"It's important to make sure you're prepared to commit to the cat's needs, including exercise and company."

Dr Porter is a private pediatrician who runs the Cat Lovers Week clinic at the Royal Exhibition Building. He says:

"Cats are a lifelong commitment that need to last for the long haul," he says.

"When considering a cat, check to see if it's a good fit for your environment, the local area, your lifestyle, etc."

Dr Ben Porter will be at the Cat Lovers Week, 2000 East, November 30 - December 1. Details: catloversshow.com.au/melbourne

PUBLICATION: The Leader Group (syndicated x 25)
CIRCULATION: 970,885 (total)



CAT LOVERS SHOW

The ultimate feline festival, with more than 30 different breeds, is on November 30 and December 1 from 9am-5pm at the Royal Exhibition Building, Carlton. Details: catloversshow.com.au/melbourne



MEDIA HIGHLIGHTS.

OUTLET: [The Age](#) (syndicated nationally)
AUDIENCE: 2,381,000

The screenshot shows a news article from The Age. At the top, it says "THE AGE". Below that, the headline reads "Busting the 'couch potato' stereotype: Cats can go on walks too". The byline is "By Sophie Autrey November 22, 2018 — 12:00AM". There are social media sharing icons below the byline. The main text starts with "Strolling along the main街 of Port Melbourne and you may catch a glimpse of a fluffy feline straying to the post office, at a cafe or by the shops...". A photo of a woman in a red dress walking two cats on leashes is shown. Another inset photo shows a woman holding two cats. The bottom of the page has a note about permissions and terms of use.

OUTLET: [The Age \(Facebook\)](#)
AUDIENCE: 321,377

The screenshot shows a Facebook post from "The Age". The post is dated "November 23 at 6:30 PM". It features a photo of a woman with blonde hair in a red dress walking two small white dogs on a leash. The caption reads: "Penelope says passersby are often stunned when they realise a cat is on the end of her leash. But her two ragdolls are so well known at the post office now that staff even ask after them when they're not there." Below the post are engagement metrics: 483 Comments and 23 Shares.

MEDIA HIGHLIGHTS.

PUBLICATION: The Sunday Age - M Magazine
CIRCULATION: 98,214

8 DAYS
YOUR ONE-STOP GUIDE TO THE WEEK AHEAD.
By Hugo Mazzoni

Today NOV 24
MUSIC Metal master Gommie returns with new single *The Good Life*. This is the first east coast tour for the Denver-based band, and guitars are expect high-energy, foot-pumping metal mayhem as tracks like *Electric Boogaloo*, *Packed Zeros*, *Open the Tide*, *Model of Jester* and *Woollyhead* scroll. Colquhoun and 21st, \$10-\$20, ticketoftheday.com

FESTIVAL Cat Live Session
Melbourne's Whim Barn, on a moon of later October, will host a mid-week and live music from Team Toy Stories. Adults can enjoy *Metals* (adults only), a packed-speed dating event, 7pm-9pm, Whim Barn, 108 High Street, free-\$20, 0395779960, ticketoftheday.com

ART Interface: Technology and Human Dimensions
In the exhibition, "How has technology influenced our lives over time?" Emerging artists and graphic artists, graphic designers through creative processes as they take on the technological

Mon NOV 25
ART Performer artist Peter Chamber presents a series of public art that capture the human spirit under telling water in *Through the Screen*. Chamber has been an Archibald Prize finalist eight times and is known for his realism and portraits of dogs, people, animals, scenes, still-lifes, portraits, Australian Gothic, 21 Derby Street, Collingwood, \$10, 0417 4000, www.melbournegallery.com.au

Tue NOV 26
MUSIC American pop outfit Why Don't We perform their last tour. Known for their feel-good, upbeat hits such as *Sell Me* and *Don't Believe In This City*, the band have accumulated more than 1 million active listeners since forming in 2015. Open, Margaret Court Arena, Olympic Boulevard, \$19, 9911 1211 9995, ticketoftheday.com

Wed NOV 27
ART Everything is Movement is a visual medium exhibition with book signings. Highlights include Matt Stinson and Trevor Yorke. *Music, Movement, 2-1 Dawson Street, Brunswick, \$10*

Thu NOV 28
MUSIC Cat Empire's trumpet and vocalists Harry James Angus launches his new single *Pitcher*. Angus was most recently in the spotlight for writing the *Winter Western Sydney State of Origin* song, but brings back sounds and great harmonies to stage performances, 8pm, Hawks, 7-11 Swanston Street, Brunswick, \$44, 039373 0001, ticketoftheday.com

Fri NOV 29
MUSIC Indie rock-singer/songwriter Isabella McHale performs at *CMX* (CMX), who performs her new single *It's Dark*. The song has the ring of aungsing your own self-worth. Open, The Melbourne Hotel, 101 Bourke Street, Melbourne, \$10, 039670 0010, ticketoftheday.com

Sat-Sun NOV 30-DEC 1
FESTIVAL The Cat Lovers Show hosts booths, competitions and talks from experts, including Dr Chris Brown and Dr Katrina Warren, as well as the Purrfect Paws and Prosecco Parlour where guests can receive a manicure and glass of sparkling. *Entertainment, 8am-5pm, Royal Exhibition Building, Carlton, \$12-\$30, 9696 9951, catloversshow.com.au*

Sat-Sun NOV 30-DEC 1
FESTIVAL The Cat Lovers Show hosts workshops and talks from experts including Dr Chris Brown and Dr Katrina Warren, as well as the Purrfect Paws and Prosecco Parlour where guests can receive a manicure and glass of sparkling. *Entertainment, 8am-5pm, Royal Exhibition Building, Carlton, \$12-\$30, 9696 9951, catloversshow.com.au*

PUBLICATION: The Saturday Age - Spectrum
CIRCULATION: 241,029

YOUR WEEKEND

MARKETS

BOROONDARA

Start your preparation for the festive season at the Boroondara Farmers' Market. Pick up artisan cheeses from Blue Bay and BoatShed Cheese and seasonal Moondarra blueberries. There is plenty of Victorian farm-grown organic fruit, vegetables, meat, herbs and bread, beer and wine. Saturday, 8am-1 pm, Patterson Reserve, 484 Auburn Road, Hawthorn, gold coin donation, vims.org.au

STONNINGTON

A French-inspired, pop-up village with a ballroom, VIP terrace and a picnic lawn feature at the *Paris To Provence* festival at Como House. Enjoy French food, a Christmas marketplace, masterclasses and seminars celebrating all things French. Saturday and Sunday, 10am-9pm, Como House and Garden, corner of Williams Road and Lechlade Avenue, South Yarra, \$20-\$25, paristoprovence.com.au

CARLTON

The Cat Lovers Show seeks to raise awareness for cat rescue and adoption, and will include talks and presentations on pet care. There will also be food trucks and petting zones. Saturday and Sunday, 9am-5pm, Royal Exhibition Building, 9 Nicholson Street, Carlton, \$15-\$30, 9696 9951, catloversshow.com.au

FOOD

The Cake Bake and Sweets Show includes a range of exhibitors and presenters including local and international celebrity chefs, as well as workshops, competitions and book signings. Saturday and Sunday, 9am-5pm, Melbourne Convention and Exhibition Centre, 1 Convention Centre Place, South Wharf, \$17.50-\$350, 9561 6322, cakebakeandsweets.com

ART

Professional and amateur artists are gathering for the Gasworks Arts Park Paint Out Festival. The artworks will be displayed in the Foyer Gallery following the session. Saturday, 10am-2pm, Gasworks Arts Park, 21 Graham Street, Albert Park, \$15, 8605 4200, gasworks.org.au

MEDIA HIGHLIGHTS.

PUBLICATION: The Sunday Age - M Magazine
CIRCULATION: 98,214

GIVEAWAYS

THE CAT LOVERS SHOW

The Cat Lovers Show returns to Melbourne's Royal Exhibition Buildings on Saturday, November 30 and Sunday, December 1. Offering a series of cat-inspired feature zones, exhibitors will offer visitors the chance to learn, be inspired by and connect with fellow cat lovers as well as to discover the breed to suit their individual lifestyles. There are five Cat Lovers Packs up for grabs. Containing a family pass to the show plus a small Dark Oak Cat Park. Send your details (including postal address) to hothouse@hhme.com.au before midnight tonight for the chance to win.

SHREK THE MUSICAL

In a faraway kingdom things get ugly when an ogre – not a handsome prince – shows up to rescue a princess. Add a donkey who won't shut up, a bad guy with a short temper and a cookie with attitude and you have the kind of mess that calls for a real hero. So it's Shrek to the rescue. Boasting eight Tony Award nominations, *Shrek the Musical* is heading to Her Majesty's Theatre and we have three double passes (worth \$840 in total) to catch the 7.30pm preview show on Thursday, February 20. Send your details to publicity3@kob.com.au before midnight tonight to enter the draw.

KNIVES OUT

Director Rian Johnson's modern take on the murder mystery genre, *Knives Out* opens in cinemas on Thursday. Following his 85th birthday celebrations at his lush estate, the renowned crime novelist Harlan Thrombey (Christopher Plummer) is found dead. The debonair Detective Blanc (Daniel Craig) is enlisted to investigate. He sifts through a web of red herrings to uncover the truth behind Harlan's death. We have 20 in-season doubles to catch a screening of the film. Emails received at mr.spiggott@bigpond.com before midnight tonight will enter the draw.

OUTLET: [The Age](#)
AUDIENCE: 2,381,000

THE AGE

Giveaways: Win tickets for a mews-ing, musical or movie mystery fun

By Kay Stewart
November 21, 2019 – 4:00pm

THE CAT LOVERS SHOW

A veritable feline festival, the Cat Lovers Show returns to Melbourne's Royal Exhibition Building on Saturday, November 30 and Sunday, December 1. Offering a series of unique cat-inspired feature zones, various exhibitors will offer visitors the chance to learn, be inspired by and connect with fellow cat lovers as well as the opportunity to get up close with cats of all shapes and sizes and discover the breed to suit their individual lifestyles. There are five Cat Lovers Packs up for grabs. Containing a family pass to the show plus a small Dark Oak Cat Park. Send your details (including postal address) to hothouse@hhme.com.au before midnight tonight for the chance to win.

TODAY'S TOP STORIES

WHITE LIGER CHAT PAPER
Toll climbs: Three Australians believed to be among dead, eight still missing.
11 messages

ARMED GUARD HEAVY WEAPONS
Ardem praises 'outstanding' police for White Island rescue

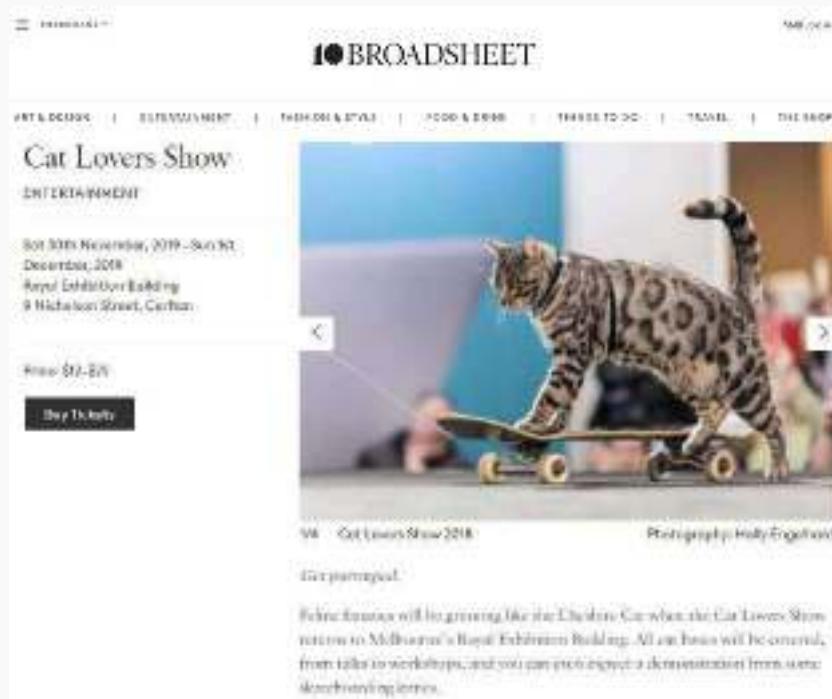
BILL FOR 40 AUSTRALIANS: PM releases new draft of religious discrimination bill

PROTESTERS
Measures wanting for restaurants, trains and airports after three new cases
40 minutes ago

Puzzles
Puzzles (cat)

MEDIA HIGHLIGHTS.

OUTLET: [Broadsheet Melbourne](#)
AUDIENCE: 761,292



A screenshot of the Broadsheet Melbourne website. The main headline reads "Cat Lovers Show". Below it, there's a large image of a Bengal cat riding a skateboard. The caption under the image says "Carlton's Cat Lovers Show 2018". The text below the image discusses the show's return to the Royal Exhibition Building and various activities like talks, workshops, and demonstrations.

OUTLET: [Broadsheet Melbourne \(Facebook\)](#)
AUDIENCE: 301,116



A screenshot of a Facebook post from "Broadsheet Melbourne". The post features a photo of a cat on a skateboard. The caption reads: "With a kitty cos-play parade, a pamper parlour, and some kitty celebs, there'll be a Pet-a-Cat zone and the chance to consider cat adoption too". Below the post, there's a link to "BROADSHEET.COM.AU" and the text "Carlton's Cat Lovers Show Is The Purrrfect Way to Spend This Weekend". At the bottom, there are engagement metrics: 204 comments and 2 shares.

OUTLET: [Broadsheet Melbourne \(EDM\)](#)
AUDIENCE: 134,067



A screenshot of an EDM from Broadsheet Melbourne. The main subject is a large graphic with the word "WEEKEND" in red. Below it, the text "FRIDAY @21° | SATURDAY @17° | SUNDAY @17°" is displayed. A specific event is highlighted: "01 SUNDAY" followed by a photo of a cat on a skateboard. The caption reads: "Cat Lovers Show All bases will be covered, from talks to workshops to skateboarding kitties. Carlton Town, Carlton".

MEDIA HIGHLIGHTS.

OUTLET: [Broadsheet Melbourne](#)

AUDIENCE: 761,292



Gallery: The Cat Lovers Show 2019
Skateboarding cats. Hairless cats. And Darth Vader cat cosplay. May the paws be with you.

PHOTOGRAPH BY ROBERT E. BLUMBERG

Published on 02 Dec 2019 by JADE RODEN

Last weekend, feline fans flocked to the Royal Exhibition Building to get a glimpse of celebrity cats, see breeds and maybe even get a pet...
All the hairless cats – there were all sorts and varieties by all breeds from
Darth Vader Wampa and Bond Yo-Yo Doctor Domo to fluffy, long-haired
peds and even a domestic cat from every shorthair up to now. Check
out the star studded.

SHARE    

OUTLET: [Broadsheet Melbourne \(Facebook\)](#)

AUDIENCE: 301,116



19 hrs 

Skateboarding cats. Hairless cats. And Darth Vader cat cosplay. May the paws be with you.

PHOTOGRAPH BY ROBERT E. BLUMBERG

BROADSHEET.COM.AU

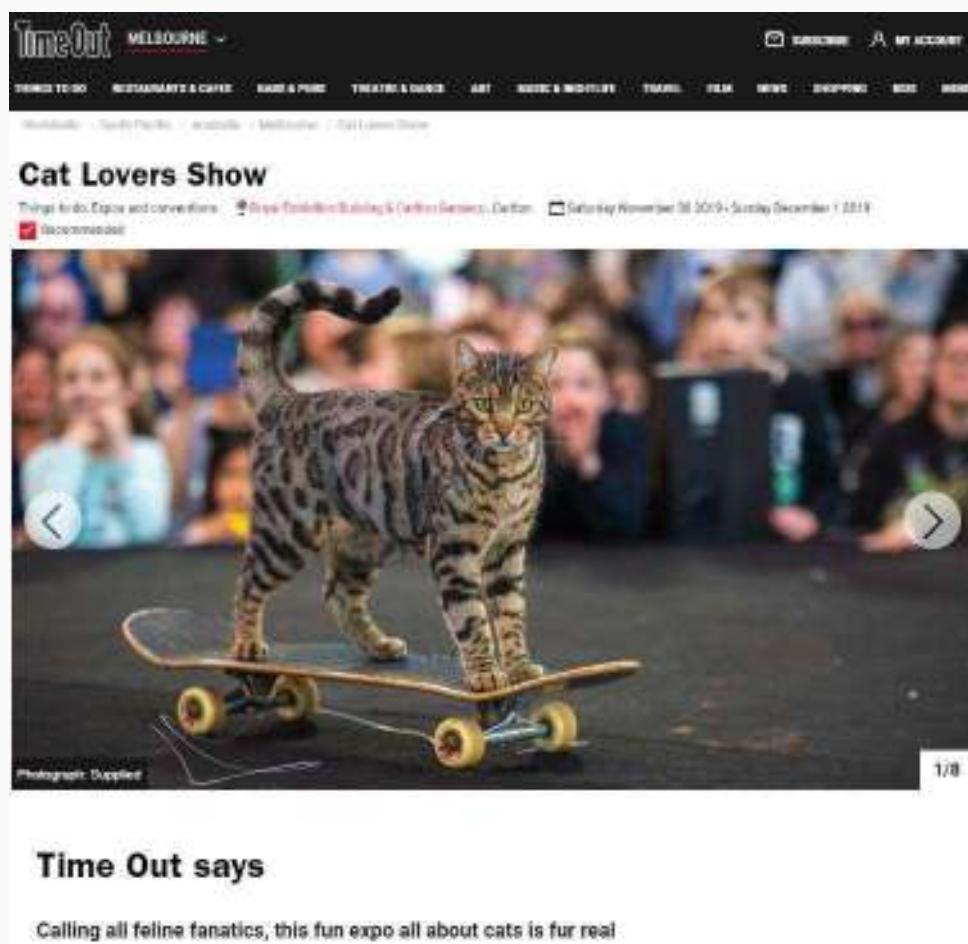
Photo Gallery: All The Feline Fun at The Cat Lovers Show Last Weekend

 About this website

MEDIA HIGHLIGHTS.

OUTLET: [Time Out Melbourne](#)

AUDIENCE: 214,334



The screenshot shows a news article from Time Out Melbourne. At the top, there's a navigation bar with links like 'TIME TO DO', 'RESTAURANTS & CAFÉS', 'BARS & PUBS', 'THEATRE & DANCE', 'ART', 'MUSIC & NIGHTLIFE', 'TRAVEL', 'FEST', 'NEWS', 'SHOPPING', 'BOOKS', and 'WEEKEND'. Below the navigation is a sub-navigation bar with links for 'Melbourne', 'South Pacific', 'Australia', and 'Melbourne Cat Lovers Show'. The main headline is 'Cat Lovers Show' with a sub-headline 'Things to do, expos and conventions'. It mentions the Royal Exhibition Building & Carlton Gardens, Carlton, and dates Saturday November 30, 2019 - Sunday December 1, 2019. A 'Not recommended' button is present. The central image is a Bengal cat riding a skateboard. Below the image is a caption: 'Photograph: Supplied' and '1/8'. At the bottom, there's a section titled 'Time Out says' with the text: 'Calling all feline fanatics, this fun expo all about cats is fur real'.

OUTLET: [Time Out Melbourne \(Facebook\)](#)

AUDIENCE: 182,433



The screenshot shows a Facebook post from the 'Time Out Melbourne' page. The post was made on 17 September and includes the text 'Put it in your calendar and double underline it 😻'. Below the text is a large image of a fluffy orange cat with white patches, wearing a small colorful bow tie, sitting on a person's lap. The person is wearing a blue and white striped shirt. At the bottom of the post, there's a link to 'TIMEOUT.COM' and the text 'Cats will take over the Royal Exhibition Building for two days this summer'. Below the image are social sharing icons and the count '181' likes, and at the very bottom, it says '334 comments 11 shares'.

MEDIA HIGHLIGHTS.

PUBLICATION: Time Out Magazine - Spring 2019

CIRCULATION: 21,222

YOUR MELBOURNE CHEAT SHEET

TO DO

Cat Lovers Show
Find everything feline at Melbourne's festival of pretty kitties.
→ Nov 30-Dec 1.

September

Royal Melbourne Show
Melbourne's biggest annual event, featuring a massive exhibition hall, a massive arena, and a massive outdoor area.

Brighton Beach Festival
A beachside festival featuring live music, food, and drink.

Charles and the Chocolate Factory
A musical based on Roald Dahl's classic book.

Harm Foster and the Curious Club
A comedy show featuring Harm Foster and his ensemble.

Democracy 20 Years of Study Five Thousand
An exhibition exploring the history of democracy in Australia.

Down Under Comedy
A comedy show featuring comedians from around the world.

Marine Parade
A street party featuring live music and food.

Marina Vines: The Great Australian Art
An exhibition of Australian contemporary art.

The Pet Cat Ball Festival
A competition for pet cats.

Never Ending Story
A production by the Royal Melbourne Theatre Company.

Kate Miller-Heidke
A musical performance by Kate Miller-Heidke.

Chrysalis Festival
A classical music festival featuring performances by the Melbourne Symphony Orchestra.

Melbourne Marathon Festival
A running festival featuring various distances.

October

Cat Lovers Show
Find everything feline at Melbourne's festival of pretty kitties.
→ Nov 30-Dec 1.

November

Right House Markets
A series of markets held across Melbourne.

TO DO

Cat Lovers Show
Find everything feline at Melbourne's festival of pretty kitties.
→ Nov 30-Dec 1.

September

Royal Melbourne Show
Melbourne's biggest annual event, featuring a massive exhibition hall, a massive arena, and a massive outdoor area.

October

Cat Lovers Show
The cat show is the opportunity to meet fellow crazy cat people or live vicariously through those lucky enough to have a furry pal in their lives. Head to the Pet-a-Cat Zone, where you can get up close and purrsonal with felines of all shapes, sizes and breeds. The Pet Circle Colosseum will showcase cats at their most entertaining – think skateboarding felines and talented jumping cats – and you can learn all about cat adoption and maybe find a fur-ever friend to take home at the Cat Adoption Zone. → Royal Exhibition Building, 9 Nicholson St, Carlton 3053, catloversshow.com.au/melbourne, Sat, Sun 9.30am-5pm.

November

Right House Markets
A series of markets held across Melbourne.

MEDIA HIGHLIGHTS.

OUTLET: [Concrete Playground Melbourne](#)

AUDIENCE: 387,702



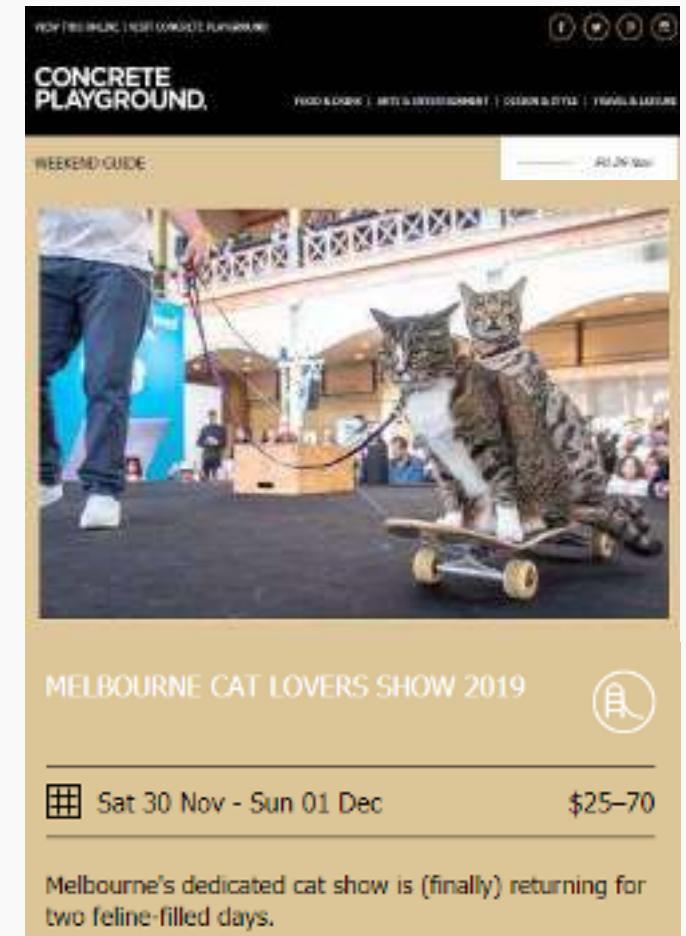
OUTLET: [Concrete Playground \(Facebook\)](#)

AUDIENCE: 137,223



OUTLET: [Concrete Playground \(EDM\)](#)

AUDIENCE: 21,791



MEDIA HIGHLIGHTS.

OUTLET: [Urban List - Melbourne](#)

AUDIENCE: 524,963

WHAT'S ON

13 Unmissable Events Happening In Melbourne This November

By Ben Tye
11 Oct 2018



Melbourne Cat Lovers Show

CARLTON

If you're more of a cat lady than a dog lover, well shown on you, but also fear not, because we have something for you too with an array for felines as well. At the 2019 Cat Lovers Show there'll be cat-related entertainment, educational talks, cat-adoption advice and more than 150 exhibitors showcasing all the best cat-based products and services around. There will even be Kitty-Cosplay competitions (yikes) which you can enter at your own risk.

When: Saturday 30 November - Sunday 1 December, 9 am - 5 pm

Where: Royal Exhibition Building, 9 Nicholson St, Carlton

To: more info and tickets, click here.

OUTLET: [Urban List - Melbourne](#) (Facebook)

AUDIENCE: 346,447



[Urban List Melbourne](#)

November 1 at 5:35 PM ·

The Night Noodle Markets hits Melbourne, Dogapalooza, and much more.



THEURBANLIST.COM

13 Unmissable Events Happening In Melbourne This November

MEDIA HIGHLIGHTS.

OUTLET: [Weekend Notes](#)

AUDIENCE: 705,000



Cat Lovers Show Melbourne 2019

[Home](#) > [Melbourne](#) > [Animals and Wildlife](#) | [Exhibitions](#) | [Pets](#)



100

by Svetlana Tishchenko (subscribe)

I live in Melbourne. I love my town, every facet of it. I love to travel and share what I find with my readers. Thank you so much for stopping by. Have a great day! Don't forget to like my articles!

Event: 30/11/2019 - 01/12/2019



This year, Cat Lovers Show is coming back to the Royal Exhibition Building in Carlton.

The organisers are promising bigger and better show than last year and have prepared many surprises for feline-loving Melburnians.



STOCK PHOTOS
FROM ONLY
\$60/YEAR!

Buy Now



Double the size - over both floors of the Exhibition Building. Triple the number - three times more cats than last year. Feline-themed attractions, kidz zone, food stalls and food trucks, feline accessories and... and all things cats.

What more could you want if you are cat-minded?

OUTLET: [Weekend Notes \(EDM\)](#)

AUDIENCE: 138,038



Melbourne - Sunday the 24th of November 2019



There Will Be Many Cat Lovers Here - New
Come along and see all the different amazing cats here Family, Community Events

MEDIA HIGHLIGHTS.

OUTLET: [KIIS FM](#)

AUDIENCE: N / A



OUTLET: [KIIS FM \(Facebook\)](#)

AUDIENCE: 1 2 0 , 5 9 7



MEDIA HIGHLIGHTS.

OUTLET: [Gold 104.3](#)

AUDIENCE: N / A



OUTLET: [Gold 104.3 \(Facebook\)](#)

AUDIENCE: 67,714



MEDIA HIGHLIGHTS.

OUTLET: [Life Begins At](#)

AUDIENCE: 65,000

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LIFE begins at...

Celebrity Corner ENTERTAINMENT TRAVEL FINANCE MONEY HEALTH

WINNER Cat Lovers Show – Q & A with cat trainer Kelly Gill

WINNER Cat Lovers Show Tickets



Highly sought after cat trainer Kelly Gill is also the owner & creator of the amazing Upper Petz as family educator the show averages The Cat Lovers Show 60,000+ spectators Royal Exhibition Building, Saturday 30 November and Sunday 1 December 2018. Life Begins At... com.au with #LBA to book & ticket info or contact Helen: 0412 123 456

Add Comment

About The APPC Directory Subscribe Advertise Contact Us

LIFE begins at...

Celebrity Corner ENTERTAINMENT TRAVEL FINANCE MONEY HEALTH

WIN: Cat Lovers Show Tickets



The 2019 Cat Lovers Show program highlights include:

OUTLET: MINDFOOD (Online + EDM)

AUDIENCE: 252,000 (total)

MINDFOOD MINDFOOD

ADVENTURE TRAVEL SPECIAL



Our Favourite Nut Recipes

It's only now made a deliciously healthy trend and it's here to stay. Check them out below for a range of nutritional benefits.

Dinner Salads & Smoothie Bowls



Pork Loin with Vegetables Noodle Infusion Recipe

WIN 1 of 5 Double Passes to The Cat Lovers Show



WIN 1 of 5 Double Passes to The Cat Lovers Show

MEDIA HIGHLIGHTS.

OUTLET: The Squiz (Podcast + EDM)
AUDIENCE: N / A



SQUIZ THE REST

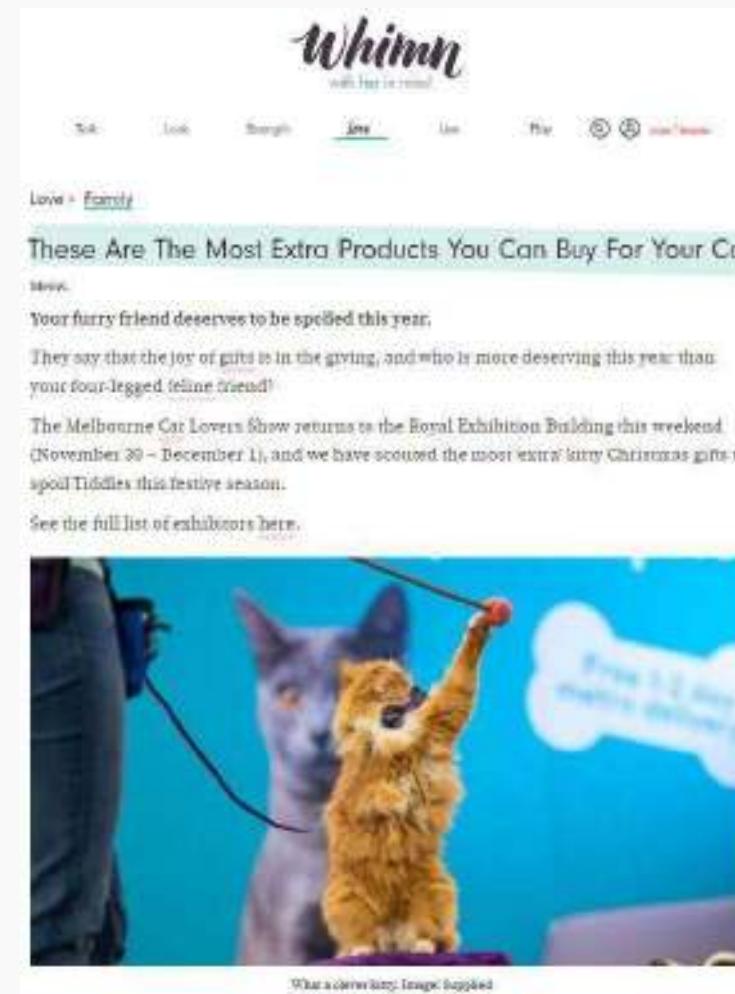
APROPOS OF NOTHING

They might be K-Pop megastars, but South Korea's [BTS will have to do two-years' military service](#) like every other eligible male in their late 20s. Not that they're trying to get out of it, their management says.

While on a work trip to Hobart, we once saw ferrets being walked on a lead. So surely [taking the cat for a wander around the block](#) was never far off. And sure, cats can walk. But [this dog can drive...](#) Good boy, Max.

And look - a new Kimmy has [arrived in Fountain Lakes...](#)

OUTLET: [Whimn](#)
AUDIENCE: 1,000,000



These Are The Most Extra Products You Can Buy For Your Cat

Your furry friend deserves to be spoilt this year. They say that the joy of gifts is in the giving, and who is more deserving this year than your four-legged feline friend?

The Melbourne Cat Lovers Show returns to the Royal Exhibition Building this weekend (November 30 – December 1), and we have scoured the most extra kitty Christmas gifts to spoil Tiddles this festive season.

See the full list of exhibits [here](#).

What a clever kitty! Image supplied

MEDIA HIGHLIGHTS.

OUTLET: [Royal Auto](#)

AUDIENCE: 200,000

The screenshot shows a travel guide titled "How to plan the purr-fect holiday with your cat". It includes a sub-section "Let the cat out of the bag with our guide to travelling with felines". A large image of a white and orange cat walking through a colorful graffiti alley is displayed.

What's on in Victoria: Top 10 things to do in November

Cat Lovers Show 2019

- Royal Exhibition Building, 9 Nicholson St, Carlton
- 30 November to 1 December

This ultimate feline show is the purrr-fect day out. Learn cat-training tips from Insta-star Catmantoo, or learn from some of Australia's top experts, including Dr Chris Brown, Dr Katrina Warren, and more.

[FIND OUT MORE](#)



MEDIA HIGHLIGHTS.

OUTLET: [City of Melbourne](#)

AUDIENCE: 230,000

The screenshot shows the 'WHAT'S ON' section of the City of Melbourne website. The main navigation bar includes links for HOME, EVENT, MEET & DO, EAT & DRINK, SHOP, SUBSCRIBE, and VISITOR INFO. A 'What's On Blog' link is also present. Below the navigation, a featured event is highlighted: 'Melbourne Cat Lovers Show'. This section includes a large image of a cat, location details (Royal Exhibition Building, 9 Nicholson Street, Carlton VIC 3053), contact information (catloversshow@melbourne.vic.gov.au), dates (30/11/2019 to 01/12/2019), times (Sat: 9am - 5pm, Sun: 9am - 5pm), price (\$12-\$99), booking links (Book online), how to get there (Public Transport Victoria), features (All ages), and accessibility information. A descriptive paragraph explains the show's purpose: "The Cat Lovers Show returns to Melbourne for its second year at the Royal Exhibition Building. The show is a veritable feline festival, containing everything for and about cats, where all aspects of cat ownership are celebrated." Another paragraph describes the event's features: "The event features a series of unique feline-inspired feature zones, offering visitors the chance to learn, be inspired by, and connect with fellow cat lovers. Attendees will have the opportunity to get up and close with cats of all shapes and sizes, find the best breed to suit their lifestyle, learn about the importance of adoption, and have all their kitty questions answered."

The show is the purr-fect day out with loads of entertainment, including performances from cat trainer extraordinaire, Catherine, educational talks by some of Australia's most renowned animal experts, including Dr Chris Brown, Dr Katrina Warren, and many more.

OUTLET: [City of Melbourne - What's On \(EDM\)](#)

AUDIENCE: 100,000

This screenshot displays two event listings from the City of Melbourne's EDM. The first listing is for the 'Cat Lovers Show', which runs from 30 November to 1 December. It features a small image of a cat on a skateboard, a larger image of a pink tent labeled 'Opera in the Bowl', and a brief description: "Meet some of Australia's most talented cats, find the best breeds to suit your lifestyle and get treats for your favourite felines." The second listing is for the 'Opera in the Bowl', which takes place on Saturday 30 November. It includes a small image of a pink tent and a brief description: "Pink up your night and a series of Albenia tenors and international artists performances of best known aria's."



Cat Lovers Show

30 November to 1 December

Meet some of Australia's most talented cats, find the best breeds to suit your lifestyle and get treats for your favourite felines.

MEDIA HIGHLIGHTS.

OUTLET: [What's On Melbourne](#) (Facebook)

AUDIENCE: 460,915



OUTLET: [What's On Melbourne](#) (Facebook)

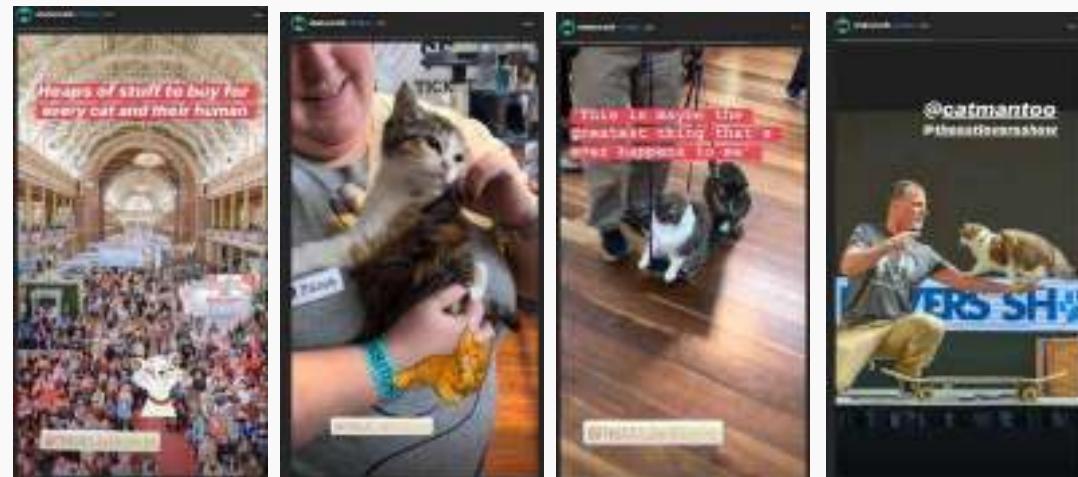
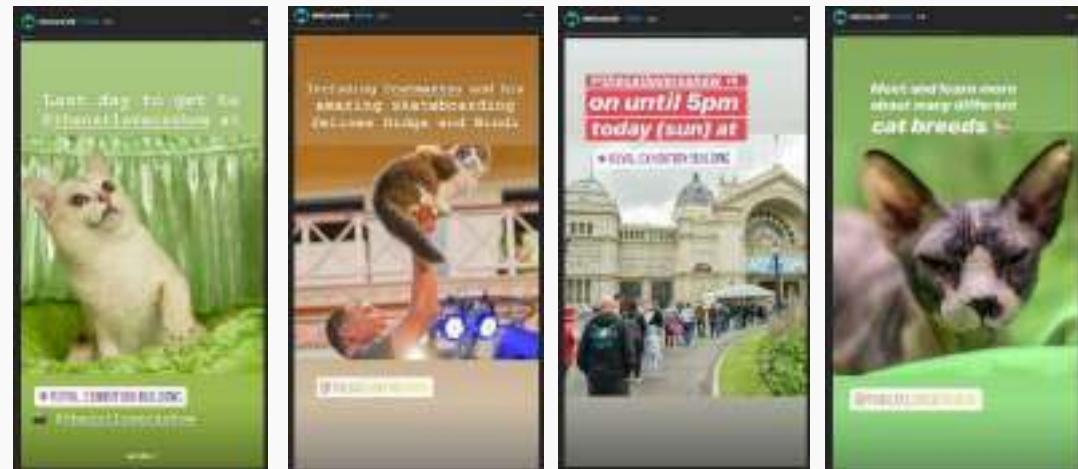
AUDIENCE: 460,915



MEDIA HIGHLIGHTS.

OUTLET: What's On Melbourne (Instagram)

AUDIENCE: 188,000



MEDIA HIGHLIGHTS.

PUBLICATION: Geelong Advertiser

CIRCULATION: 46,276



Teaching an old cat new tricks

YOU can't teach an old dog new tricks, but cats are a different beast.

Dolla Bill, pictured above with owner Elizabeth Stasevic, was a painfully shy cat until he was adopted six months

ago. He waited 320 days at Geelong Animal Welfare Society before being adopted — and now he's thriving.

"He is an affectionate," Ms Stasevic said. "He follows me around the house everywhere I go. We can't believe his transformation."

GAWS will promote cat adoption at the Cat Lovers' Show at Melbourne's Royal Exhibition Building this weekend.

OUTLET: [Herald Sun](#) (syndicated nationally)

AUDIENCE: 2,300,000

A screenshot of a news article from the Herald Sun website. The headline reads "Geelong Animal Welfare Society promotes cat adoption with Dolla Bill's remarkable story". Below the headline is a short summary: "You can't teach an old dog new tricks, but cats are a different beast. Read about Dolla Bill's amazing transformation." The page includes navigation links for news, reviews, sport, opinion, lifestyle, entertainment, classifieds, obituaries, and more.



MEDIA HIGHLIGHTS.

OUTLET: [Cranbourne Star News](#)

AUDIENCE: N / A

A screenshot of a news article from the Cranbourne Star News website. The title is "Casey cat rescuer brings joy to family". Below the title is a photo of a young boy with red hair lying on a couch next to a large, fluffy calico cat. The article has a "Like 114" button below it. The website navigation bar at the top includes links for Classified, Digital Edition, Classified, You, Staff Profile, Cat, Advertiser, Events, Home, Our Community, HOME, NEWS, SPORT, ENTERTAINMENT, GALLERIES, COMPETITIONS, MORE, and a search icon.

Casey cat rescuer brings joy to family

12/11/2015

Like 114

Cause with his new friend, Puss-Puss.

PUBLICATION: [Cranbourne Star News](#)

CIRCULATION: 25,776

Casey rescue cat brings untold comfort to family

Three-year-old Connor wouldn't know life without his pet kitten, Puss-Puss.

Connor had a rough start to life, with more health issues, specialist appointments and hospital admissions than a boy of his age should have to go through.

To lift his spirits his parents decided to find him a furry friend to bond with during the tough days.

They began looking around at local rescue organisations when tragedy struck their family. Their youngest son, Albie, was stillborn on 28 November 2013.

"We put our search on hold as my family and I navigated through the devastating grief-stricken journey," mum Mikala says.

Several months later, they resumed the search and came across Second Chance Cat Rescue in Cranbourne South.

"They were nothing short of amazing, and suggested Renate, an older kitten, as a good fit for our family."

From the moment Connor met Renate, the family of Maroona knew "she was the one for us" and could provide her with a loving home and family.

Connor, who named her Puss-Puss, does "everything together" and gives "so much love and help" to the family "for the family since losing Albie".

Mikala says they are forever grateful to the team at Second Chance.

"Words can't express how much love, joy and happiness she has brought in us," she says.

Second Chance Cat Rescue is a non-profit organisation relocating de-sexed, vaccinated, and microchipped cats and kittens to good homes.

Founded in 2011, they are run entirely by volunteers and rely on the generosity of their

supporters to continue helping cats and kittens in need.

They will be exhibiting at this year's Cat Lovers Show in the Adoption Zone, where guests can come and meet the many rescue cats and kittens available for adoption.

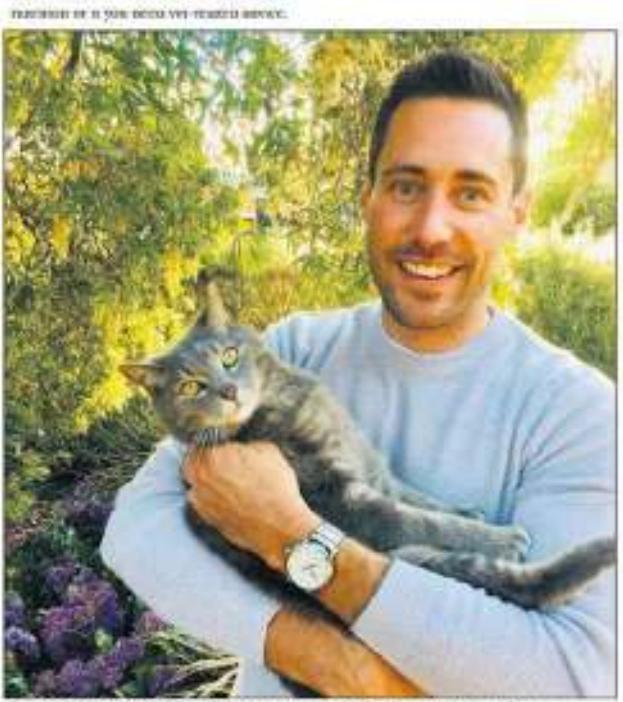
The event will be held at the Royal Exhibition Building in Melbourne on Saturday 30 November and Sunday 1 December.



Connor with his new friend, Puss-Puss.

MEDIA HIGHLIGHTS.

PUBLICATION: Shepparton News
CIRCULATION: 5,343



At one with my feline! Shepparton veterinarian Ben Porter with his cat Bruno.

Hooked on cattitude

FELINE FAN AND VETERINARIAN OFFERS HIS TOP TIPS TO KEEP CATS COOL.

By MORGAN DYER

Shepparton veterinarian Ben Porter would have said he had a love恨 for cats. However, after moving to the town, his choice has flipped.

In 2006, Dr Porter found himself in Shepparton for his final year of post-graduation. His love for cats grew over six years. Now, he calls the city home.

Double take. This changed for the past decade and Dr Porter's kids in tow have come to love the town's many felines.

"I've known it had always been a big issue, but that quickly changed after taking my first walk," Dr Porter said. "I happily admit I'm a complete cat convert."

During his veterinary career so far, Dr Porter has had four felines in his care.

"I've always had a passion for cats, especially the felines of the bush. He makes out of easier with complete pets were domestic and native wildlife to assist Shepparton," he said.

Dr Porter has been working in Shepparton since 2006 and is involved in a number of community committees, the Animal Health Centre.

Being the first to administer a recall for his animal's susceptibility to heat stroke, Dr Porter made it clear his top tip for the summer was to keep cats cool.

Dr Porter's top tips for keeping swimming and sunbathing, between his regular recall and to consider the extra risks cats can incur a place such as Shepparton.

Dr Porter said when it comes to cats, there are two main issues to be aware of, which include the avoidance of stress caused by predatory instincts.

Cat behaviourists tend another condition issue, often the Rover-and-go syndrome by temperature extremes and hunting cats. Avoiding the associated risks and right environment can help reduce the latter.

The best way to help your cat through a long summer, like it is, is keeping them indoors, removing debris and bushes, and keeping their overall health checks, vaccinations,

microchipping and flea treatments up-to-date.

UV Factor and microchip intervals increase the protection against heat stroke, sunburn and insect bites.

"Shepparton is a major town, particularly in isolation rates, and can result in more often encounters with introduced insects," Dr Porter said.

"We are what we eat, and the microclimate can be hot, which means they require higher quality, moisture and balanced diet than dogs that eat and drink in a race — and this will reduce the recommended feeding process."

As the weather warms up until the later autumn months, Dr Porter suggested owners re-think about their large cats in the warmer Shepperton months.

"The best way to keep your cat safe is to keep them indoors," he said.

Dr Porter's top tips for keeping cats cool this summer:

- Have a pool, minus-fan plastic tubs or shallow pools can escape the summer heat.
- Make sure they have plenty of fresh, cool water available at all times.
- Try despotting a cat and gently lunge your cat with it and...

...dry them off quickly.

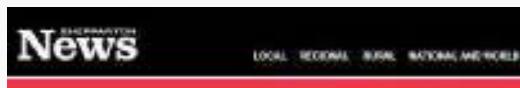
For more general tips, Dr Porter will be at Melbourne's Cat Lovers Show at Werribee.

"It's a great opportunity to meet people from around the country, as well as networking the pet owner bond," he said.

"The Cat Lovers Show is the greatest opportunity to express and enhance our interests in our domesticated feline. Better together for pet."

"It's at the Royal Exhibition Building and it's free admission, so if you have any specific questions about nutrition or you need vet-related advice,"

OUTLET: [Shepparton News](#)
AUDIENCE: N/A



LOCAL REGIONAL RURAL NATIONAL & WORLD

An expert shares their top tips for keeping your furry feline safe

BY MORGAN DYER



Dr Ben Porter will be at Melbourne's Cat Lovers Show all weekend.

Once when the question was raised, veterinarian Ben Porter would have said he was a dog person. Since moving to Shepparton, however, his choices have flip-flopped.

"I'll be at the Royal Show all weekend if you have any specific questions about nutrition or you need vet-related advice."

her warms up and the festive season begins, Dr Porter reminded now their cat kept cool in the sweltering Shepparton summer.

"Cats can become dehydrated and heat stressed," he said.

"They get sunburn, particularly of the nose and ears, which may lead to skin cancers down the track."

So warned pet owners to be aware of issues.

"My top tip for keeping your cat cool this summer is to keep your cat safe is to keep them indoors," he said.

"Top tips for keeping your cat cool this summer: cool, shade-free place indoors where your cats can escape the summer heat."

"They have plenty of fresh, cool water available at all times, zonking a cloth and gently stroke your cat with it, and well-groomed."

"Well tip, Dr Porter will be at Melbourne's Cat Lovers Show all weekend.

"It's a great opportunity to meet new and current cat owners about pet owner education, particularly around nutrition, bonding the pet-owner bond," he said.

"The Cat Lovers Show is the perfect opportunity to meet new and current cat owners around these important topics."

MEDIA HIGHLIGHTS.

OUTLET: [The Courier](#)

AUDIENCE: 38,196



The screenshot shows the homepage of The Courier website. At the top, there's a navigation bar with links for News, Sport, What's On, Today's Paper, Community, Comment, Recommended, Classified, Local News, Court and Crime, Property, Council, Politics, Health, Business, Education, Rural, National, and World. A "LOGIN" button is also in the top right. Below the navigation, a large headline reads "Win tickets to the Cat Lovers Show in Melbourne". Underneath the headline is a photo of a Bengal cat standing on a skateboard. There are social sharing buttons for Facebook, Twitter, and Email. To the right of the image, there's a "Latest News" section.

OUTLET: [The Courier \(Facebook\)](#)

AUDIENCE: 54,941



This is a Facebook post from The Courier. It features a photo of a Bengal cat standing on a skateboard. The caption reads: "Are you cat crazy? Would you love nothing more than to cuddle up to furry felines for the day?" Below the image is a larger photo of the same Bengal cat on a skateboard, with a crowd of people visible in the background. At the bottom of the post, it says "THECOURIER.COM.AU" and "Win tickets to the Cat Lovers Show in Melbourne". The caption ends with "Are you cat crazy? Would you love nothing more than to cuddle up to furry...".

MEDIA HIGHLIGHTS.

PUBLICATION: Star Community News (syndicated x 10)
CIRCULATION: 303,940 (total)



OUTLET: [Wyndham Star Weekly](#) (Facebook)
AUDIENCE: 15,338

STAR WEEKLY Wyndham Star Weekly October 30

LOVE CATS

We have tickets to giveaway for the Cat Lovers Show. Click to enter now. Share with your friends.

CAT LOVERS SHOW®
Sat 30 Nov & Sun 1 Dec
Royal Exhibition Building

20 FAMILY PASSES TO BE WON

STARCOMMUNITY.COM.AU
[GIVEAWAY] Win Cat Lovers Show Family Passes | Star Community

MEDIA HIGHLIGHTS.

PUBLICATION: [Woodards Living Magazine](#)
CIRCULATION: 5,000

The Cat Lovers Show Returns

Australia's ultimate feline festival returns back to Melbourne with a 10% bigger show and an increased line up of attractions. This November, the fully anticipated Cat Lovers Show returns to Melbourne for its second year at the Royal Exhibition Building, Saturday 20 November and Sunday 1 December 2015.

The show will provide visitors with a unique opportunity to learn more and engage with over 30 different associations groups representing cats, engravers and companion breeds. Getting free advice on temperament and characteristics, visitors can test the best breed to suit their lifestyle or trophy.

Entered through & TFM Broadcast Showcase, which is proudly supported by Australian National Parks, Government Council of Cattlemen Australia and Victoria's pet & Home Control Board of Victoria.

We're excited to allow for expansion on the gallery level, the current focus on the Art & Interiors with double the amount of said art, and plenty of opportunity to put that last bit of a unique opportunity for visitors to get up close and personal for a little cat cuddling – the sweetest part to anyone's inner paws!

Enter the Miles Dyer Prize draw at the show for a chance to win a care pack full of kittenish goodies valued at over \$2,000.

The Cat Lovers Show is the first and only major festival in Australia dedicated to celebrating our feline friends while educating, entertaining and informing the domestic cat community.

For full information visit [catloversshow.com](http://www.catloversshow.com)

2 3

OUTLET: [National Seniors \(Online + EDM\)](#)
AUDIENCE: 50,000

National Seniors AUSTRALIA

at always love

Victoria - Cat Lovers Show

The Cat Lovers Show returns to Melbourne's Royal Exhibition Building next month.

Win tickets

MEDIA HIGHLIGHTS.

PUBLICATION: [Vision China Times](#)
CIRCULATION: 13,000



PUBLICATION: [Vision China Times](#)
CIRCULATION: 13,000



MEDIA HIGHLIGHTS.

OUTLET: [Vision China Times \(Online\)](#)

AUDIENCE: 20,000

【赠票】澳洲最大“萌猫展”下周回归！20张免费门票快来领取！

备受期待的爱猫人士博览会 (Cat Lovers Show) 将于11月30日周六和12月1日周日再度回归墨尔本皇家展览馆。延续去年首届盛况，本届展览将为猫迷带来较去年扩大70%规模的互动展，让一众喵星人欢乐相聚，新猫者互相交流并搜罗最新资讯。

编辑推荐 1周前

知趣

没有限制的爱，性别而无差别，这就是爱活力。 赠票活动

备受期待的爱猫人士博览会 (Cat Lovers Show) 将于11月30日周六和12月1日周日再度回归墨尔本皇家展览馆。延续去年首届盛况，本届展览将为猫迷带来较去年扩大70%规模的互动展，让一众喵星人欢乐相聚，新猫者互相交流并搜罗最新资讯。

“爱猫人士博览会”是一个名副其实的猫咪动物节，这里汇聚了所有与猫有关的物品，共同庆祝爱猫、养猫的各个方面。一系列独特的猫咪特色区将为游客提供学习、启发灵感和与猫迷们互相交流的机会。



这次展会的主要目的是帮助猫主了解有关猫咪健康生活的方方面面，推广负责任、健康的养猫方式。澳大利亚著名兽医、动物专家Dr Chris Brown、Dr Katrina Warren、Kelly Gill、Rose Horton和电视节目Bondi Vet美女兽医Dr Danni Dusek，将联手在墨尔本皇家展览馆进行为期两天的免费教育讲座，分享有关猫咪的健康、品种信息、行为和训练等方面的建议。

OUTLET: [Vision China Times \(WeChat\)](#)

AUDIENCE: 50,000

我们一起学猫叫，一起喵喵喵喵喵~😺

小伙伴们注意啦！

全澳最大的猫咪展览要来了！

喜欢猫咪的“喵迷”不要错过啦！



澳洲第二届萌猫展
Cat Lovers Show
下周又要回到墨尔本！

11月30日-12月1日，
萌星人将再次回归！
亲们还不快点来围观！



MEDIA HIGHLIGHTS.

OUTLET: [Melbourne Chinese Post](#)

AUDIENCE: N / A

iMCP 天下傳媒 by MCP 傳媒天下

Acuracy 遊東成投資保險顧問公司

【贈送門票】我愛喵星人！送《Cat Lovers Show》愛貓人士博覽會門票

我愛喵星人！
送《Cat Lovers Show》
愛貓人士博覽會門票

廣受期待的愛貓人士博覽會（Cat Lovers Show）將於11月在再帶來無數愛貓人士與愛貓的你，延續去年
首度得獎盛況，為各位帶來較去年擴大70%規模的互動展，第一屆啓動人數均破千，愛貓者也正交
流，同時獲頒盛讚與好評。

《貓迷人士博覽會》是一項承認牠們的成就和地位，並顯示對牠們有深層次的愛護。共同心願是讓所有愛貓者，能夠在這一場活動
中得到最真摯的肯定和鼓勵，並發揮和發揮出自己獨特的個性。多才多藝的主辦方將會帶給你前所未見的經典美
食，琳琅滿目，滿足你的胃口福。同樣地，Trixie & Tia 在這場不虛席的博覽會上，帶來多款由Paw-A-Gang 貓咪大
家，你當然可以跟著牠們一起享受。

超快寬頻
NBN
\$59

OUTLET: [Melbourne Chinese Post \(Facebook\)](#)

AUDIENCE: 1,524

MCP Melbourne Chinese Post
October 25

《天下傳媒》又有免券門票贈讀者，這次專為愛貓人士而設，快Click參加吧！

#贈送門票 #CatLoversShow愛貓人士博覽 #貓貓活動 #喵星人

See Translation

我愛喵星人！
送《Cat Lovers Show》
愛貓人士博覽會門票

IMCP.COM.AU

【贈送門票】我愛喵星人！送《Cat Lovers Show》愛貓人士
博覽會門票

MEDIA HIGHLIGHTS.

OUTLET: [Chinese Melbourne Daily](#)

AUDIENCE: N / A



终极萌猫庆典墨尔本盛大开幕！绝世阵容，惊天才艺
盛大回归！

今年11月，备受期待的爱猫人士博览会（Cat Lovers Show）将于11月30日星期六和12月1日星期日将在墨尔本皇家展览馆举行。

发布日期: 2019-11-01 12:00:04 大型主题: 猫咪大日历 家庭活动: 宠物

0 17661 280 Fave 分享到脸书

澳大利亚顶级猫咪庆典——Cat Lovers Show 将以更大的规模和令人难以置信的天才阵容震撼回归。

今年11月，备受期待的爱猫人士博览会（Cat Lovers Show）将于11月30日星期六和12月1日星期日将在墨尔本皇家展览馆举行。



OUTLET: KidTown

AUDIENCE: N / A



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The 2019 Cat Lovers Show

Saturday 30th of November to Sunday 1st of December

by [EricaL](#) (Follow)
Writer, dogger, Mum-of-two. Editor of [mycutekitten.com.au](#)

[All ages](#) (506) [18+ only](#) (455) [GIVEAWAY](#) (111)

The Cat Lovers Show: Australia's Ultimate Feline Festival

Attention cat lovers. The Royal Exhibition Building in Carlton will host the 2019 Cat Lovers Show on the weekend of 30 November - 1 December and you are invited along to surround yourselves in all things feline.



The 2019 Cat Lovers Show.

OUTLET: [KidTown \(Facebook\)](#)

AUDIENCE: 9,292

[Twitter](#) [KidTown Melbourne](#) [Follow](#)
[The 2019 Cat Lovers Show](#)
[#Ticket Giveaway The 2019 Cat Lovers Show ... See more](#)



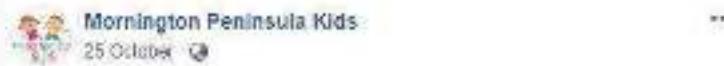
[Like](#) [Comment](#) [Share](#)

0 0 0 Beth Sherris, Mrs. Leopold and 36 others · 122 comments

MEDIA HIGHLIGHTS.

OUTLET: [Mornington Peninsula Kids](#) (Facebook)

AUDIENCE: 21,512



This November, the highly anticipated Cat Lovers Show returns to Melbourne for its second year at the Royal Exhibition Building, Saturday 30 November and Sunday 1 December. The Show is a veritable feline festival, containing everything for and about Cats in the one place where all aspects of Cat ownership are celebrated. For full details visit: <http://catloversshow.com.au/melbourne/>

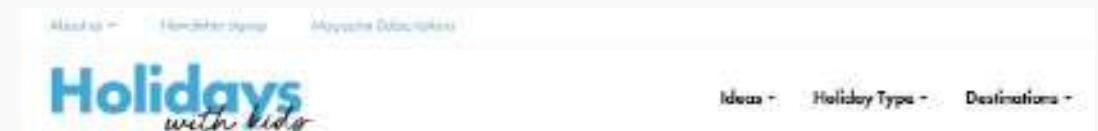
"We've got one FAMILY PASS up grabs for this family friendly cat loving extravaganza! To go into the draw, we'd like you to post a pic of your purrmy cat in comments (and LIKE & SHARE of course)

T&C's: Prize is a family pass entry into the Cat Lovers Show at Royal Exhibition Building, Melbourne, for 2 x adults and 2 x children (must arrive together). Prize value: \$70. The pass will be valid for any one day (either Saturday 30 November OR Sunday 1 December 2019). One winner will be selected at random on Wednesday 30 October 2019. Prize will be issued as an e-ticket. <http://peninsulakids.com.au/competition-terms/>



OUTLET: [Holidays With Kids](#)

AUDIENCE: N / A



The Cat Lovers Show may only be in its second year running but it has already gathered an army of loyal fans.

After an overwhelmingly purr-sitive response to their inaugural show last year, the Cat Lovers Show is returning to the Royal Exhibition Building in Melbourne on 30 November. The first and only major festival in Australia that celebrates our kitty companions, the show has an unprecedent number of exhibitors anticipated to join them over the course of the week.

Their CEO and founder predicts a 70 per cent increase in size guests to hang out with and learn about the cats they love so much. Animal experts scheduled to appear, with Dr Katrina Warren, information on cat health, breeds and advice on behaviour and

The Trouble & Trix Showcase has had a massive expansion this year to engage with over 30 Victorian breed groups and find the one opportunity to get some free advice on temperament and characteristics. The Cat Lovers Show is also supportive of animal shelters and rescue organisations for mistreated animals. Education will be provided on the importance of adoption. The Adoption Stage will star animal welfare advocate Lara Sharrck, homing these gorgeous animals. You can even start the owners' Zone!



MEDIA HIGHLIGHTS.

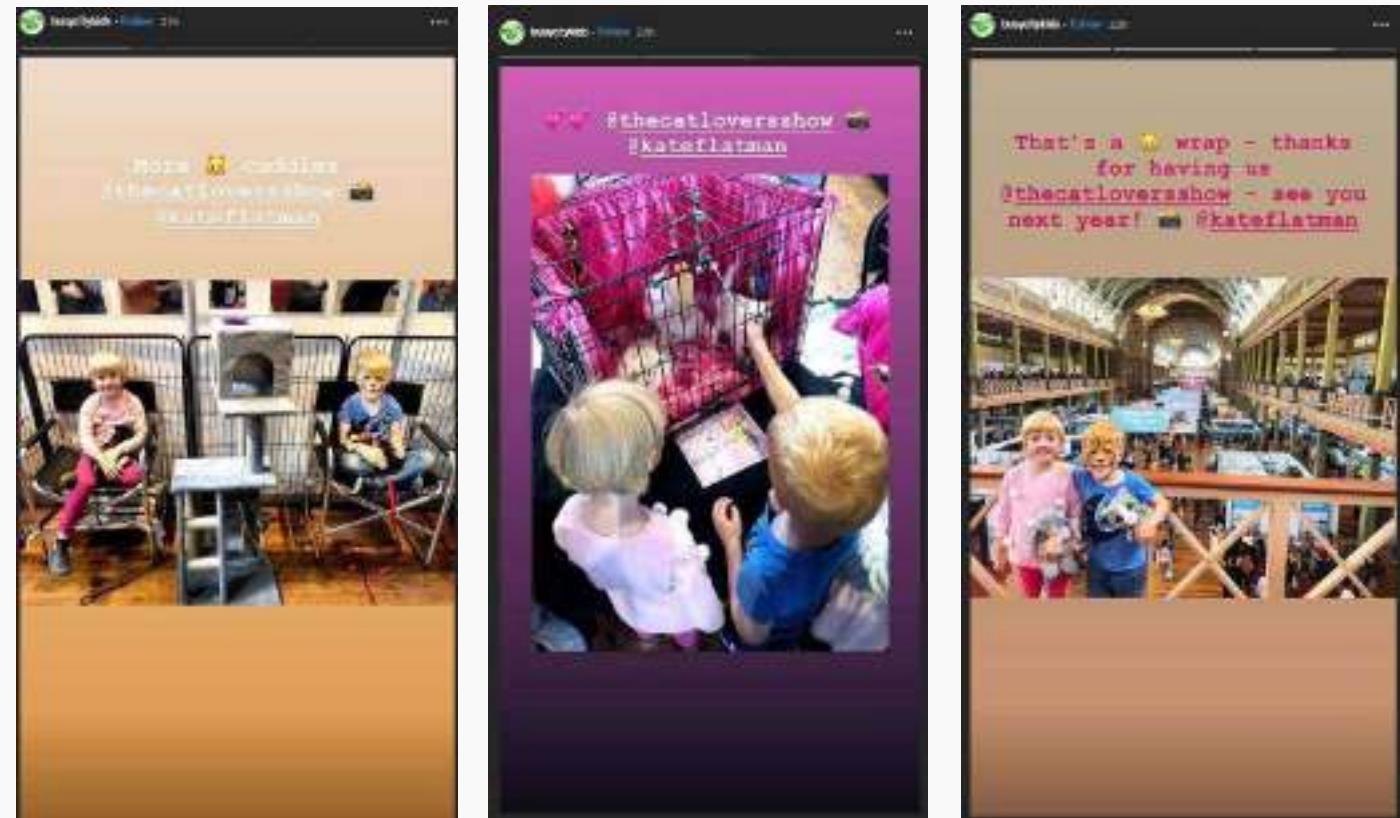
OUTLET: [Melbourne Mamma](#) (Facebook)

AUDIENCE: 16,344



OUTLET: Busy City Kids (Instagram)

AUDIENCE: 4,243



MEDIA HIGHLIGHTS.

OUTLET: 3AW

AUDIENCE: 74,000

Interview with Rose Horton.



OUTLET: ABC Ballarat

AUDIENCE: N/A



broadcast clip

Station :	ABC Ballarat	Program :	Mornings
Location :	Ballarat	Producer :	
Aired On :	27/11/2019 10:49:10 AM	Duration :	0 mins 42 secs
Compere :	Gavin McGrath	Summary ID :	X00081219950
Demographics :	Male 16+ 400	Female 16+ 900	

McGrath says the Cat Lovers Show is returning at the Royal Exhibition Building in Carlton on the weekend. He asks all cats are born with what colour of eyes. McGrath states the winner will receive a family pass.

OUTLET: [Gold 1242](#)

AUDIENCE: N/A



GOLD 1242

19 November at 10:30 - Q

Are you a friend of the feline?

Then you need to be at the 2019 Melbourne Cat Lovers Show! Click below to enter!



LIPPSLANDSGOLD.COM.AU

2019 Cat Lovers Show - Win Tickets!

2019 Cat Lovers Show

Amanda George, Lynne Pris and 11 others

23 comments

COVERAGE LOG.

LOCATED HERE



THANK YOU.

CONTACT US



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South Melbourne, Victoria 3205



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info@hhme.com.au



www.hhme.com.au