

20 February 2025 (Canberra)

Celebrate National Love Your Pet Day by Prioritising Their Health and Wellbeing

Australia is a nation of pet lovers, with more than 28 million pets bringing joy, companionship, and health benefits to households across the country. This National Love Your Pet Day (20 February), Animal Medicines Australia (AMA) is encouraging pet owners to show their love by ensuring their furry, feathered, or scaly friends receive the best possible care.

“Loving your pet means more than just pats and treats - it’s about keeping them healthy and protected,” said Ben Stapley, Executive Director of Animal Medicines Australia. “Preventative healthcare, including vaccinations, parasite control, and regular vet check-ups, all play a vital role in ensuring our pets live long, happy lives.”

AMA’s [Pets in Australia](#) report highlights the deep bond between Australians and their pets, with 90% of pet owners considering their pet part of the family. However, responsible pet ownership also comes with commitments, including access to appropriate nutrition, veterinary care, and preventive treatments.

“As we celebrate the love and companionship pets bring to our lives, it’s also a great time to check if their vaccinations are up to date, if they’re protected from parasites, and if they’re receiving a balanced diet that meets their needs,” Mr Stapley said.

Animal medicines play a crucial role in maintaining animal health and wellbeing, supporting not only the pets we adore but also the broader community by reducing the risk of zoonotic diseases and ensuring a healthy environment for both pet and pet owner.

AMA, in our [2025 Election Priorities](#), is calling on the next government to implement a nationally consistent companion animal policy. This includes:

- Investing \$8 million over 5 years towards establishing a coordinating committee comprising government, industry and community representatives to develop and implement a National Companion Animal Policy.
- Investing \$5 million towards supporting the establishment and recognition of new qualifications, training programs and accreditation frameworks that directly contribute to improved pet health and welfare.

Animal Medicines Australia is the peak body that represents the leaders of the animal health industry in Australia. Our member companies are responsible for a range of veterinary medicine products that prevent, control and cure disease across the companion animal and livestock sectors.



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- Investing \$10 million towards developing and implementing a pilot program for the provision of support and veterinary services for vulnerable people and their pets.

This National Love Your Pet Day, show your appreciation by scheduling a vet check, investing in quality pet care products, and giving your pet the love and attention they deserve.

For more information on responsible pet care and the role of animal medicines, visit www.animalmedicines.org.au.

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For media inquiries, please contact:

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