



Impact Park Boarding and Agistment

549 Stanyer Road Illabo NSW Business Management Plan

20/10/2025

1. Executive Summary

Overview:

Impact Park Animal Services provides high-quality animal care including dog boarding, cattery accommodation, and horse agistment. The business aims to offer a safe, comfortable, and professional environment for animals while their owners are away, ensuring the wellbeing and satisfaction of both clients and their pets.

Mission Statement:

To provide exceptional care and accommodation for animals in a secure, friendly, and well-managed rural setting.

Vision Statement:

To become a trusted regional provider for premium pet and horse care services in the Riverina area.

Objectives:

- Maintain a consistently high standard of animal welfare.
- Achieve high client satisfaction and retention rates.

- Ensure all operations comply with animal welfare, safety, and business regulations.
- Achieve sustainable financial growth through quality service and reputation.

2. Business Description

Services Offered:

- Dog Boarding Kennels: Secure indoor/outdoor kennels, individual runs, daily exercise, quality feeding, grooming on request.
- Cattery: Clean, climate-controlled, quiet environment with individual and family pens, enrichment, and regular interaction.
- Horse Agistment: Paddock and stable options, regular feeding, rugging, worming, and supervision; riding facilities available.

Target Market:

- Local pet and horse owners within the Illabo, Junee, and Wagga Wagga region.
- Travelling families and professionals needing temporary animal care.
- Horse owners seeking safe, reliable agistment facilities.

Business Structure:

- Sole trader or Family Trust (owner: Kylie Slattery & Brian Mazoudier)
- Staff: owner/operator and casual assistants as required.

3. Market Analysis

Industry Overview:

The Australian pet care and equine industries are growing as animal ownership increases. Boarding kennels and catteries are essential services, especially in rural communities where travel for work and leisure is common.

Competitors:

- Nearby boarding facilities and agistment properties in the Junee/Wagga region.
- Key differentiators for Impact Park include smaller numbers for personalised care, owner-operated management, and a calm rural environment.

Marketing Strategy:

- Develop a professional website and active Facebook page with regular updates and photos.
- Encourage client referrals through loyalty programs.
- Partnerships with local vets, farriers, and feed suppliers.
- Display signage at property entrance and community notice boards.

4. Operations Plan

Facilities:

- Kennels and cattery: secure, ventilated, hygienic enclosures.
- Agistment: fenced paddocks, stables, tack room, and round yard.
- Access to fresh water, shade, and secure storage for feed and equipment.

Daily Procedures:

- Animal health and welfare checks twice daily.
- Cleaning and disinfection of kennels, litter trays, and water bowls.
- Feeding, exercise, and record-keeping.
- Safety checks of fences, gates, and enclosures.

Suppliers:

- Local feed stores for premium animal food and bedding.
- Veterinary services (on-call vet partnership).
- Farrier, worming, and vaccination suppliers.

Staff Training:

- Animal handling and welfare training.
- Emergency procedures (fire, injury, escape).
- Customer service and record management.

5. Risk Management

Key Risks and Controls:

Risk	Likelihood	Impact	Control Measures
Animal injury or illness	Medium	High	Daily checks, vet partnerships, record keeping
Disease outbreak	Low	High	Vaccination requirements, strict hygiene
Escape of animals	Low	High	Secure fencing, double-gate systems
Fire or natural disaster	Low	High	Emergency plan, fire extinguishers, evacuation routes
Staff injury	Medium	Medium	PPE, training, OH&S policy
Financial downturn	Medium	Medium	Diversified services, marketing strategy

6. Legal and Regulatory Compliance

- NSW Animal Welfare Code of Practice for Boarding Establishments
- Local Council Development and Operating Approvals
- Public Liability and Animal Care Insurance
- Work Health & Safety (WHS) compliance

- Record keeping for vaccination, health, and client details

7. Sustainability and Growth

- Implement solar power and rainwater collection.
- Offer training clinics and events to build reputation.
- Expand facilities as demand increases.
- Maintain strong community relationships and consistent online presence.

8. Review and Evaluation

- Monthly review of operations, finances, and client feedback.
- Annual review of business plan and goals.
- Continuous improvement of facilities and services.