



Media Release

20 November 2015

Small Town Girl, Big Town News - Byron Bay local takes out international business awards!

Local girl and CEO of Byron-based Just For Pets, Karen Justice has successfully taken out 3 international Stevie Awards for women in business last Friday night (presented to her in person in Times Square New York) including:

- Gold in Best New Product or Service of the Year - Consumer Services (video of acceptance speech: <http://bit.ly/1MFz5zt> and interview: <http://bit.ly/1OieML0>)
- Gold in Female Entrepreneur of the Year – Business Services –10 or Less Employees (video of acceptance speech: <http://bit.ly/1SK1W9d> and interview: <http://bit.ly/1NGk0NL>)
- Bronze in Most Innovative Company of the Year – 10 or Less Employees

This followed wins last month at the Grand Hyatt Hotel in Melbourne where independent pet retail group Just For Pets and their marketing consultancy Brand Savvy (both Byron Bay-based businesses), won two national awards at the Australian Marketing Institute National Awards for Marketing Excellence 2015 including the category of Brand Extension and ultimate honour of Program of the Year against finalists including Coca-Cola, IBM and K-mart.

The awards were received in recognition of a successful new initiative providing a world-first concept in pet health care - the launch of a Pet Health Centre offering free six-point pet health checks in 40 of the group's 70 stores across Australia.

The launch, including a national TV and digital advertising campaign created by Honey Communications and planned by Customedia, was developed to champion the value of independent pet stores in Australia and help them to fight back against corporate competition – a battle they are winning. See TVC here Results highlights over the past 18 months included the backing of nine FMCG brand sponsors such as Nexgard, Frontline, Advantage, Advance and Hills and significant group revenue growth from increased store traffic and more than doubled basket sales after a free pet health check.

Additional awards taken out over the last couple of month include:

- 3 x Smart Company Awards
 - Top Retailer
 - Community Hero
 - #4 Fastest Growing
- 2 x Northern Rivers Chamber of Commerce Awards
 - Excellence in Innovation
 - Business Leader

Karen has lived in the Byron Shire since she started high school almost 40 years ago. She's passionate about local business and the ability of individuals to experience success in their lives regardless of where they live.



Karen Justice and Just For Pets are finalists in the NSW Business Chamber State Award for Excellence in Innovation and Business Leader, after Justice won the regional honours in September.

Find out more at www.justforpets.com.au.

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Please Note:

Karen Justice and Amanda Blennerhassett are available for interviews.

For more information or images, contact Karen Justice on 0413 429 913 or karen@justforpets.com.au.

Karen Justice bio:

Award-winning Business Leader, Karen Justice, has owned and managed the Just for Pets buying group business based in Byron Bay since January 2009.

Her first job as a teenager was as a vet nurse, something she did for 4 years before completing her HSC and moving into the world of human health. She is a registered nurse that upon leaving the hospital world when she started a family, moved into private Child and Family Health Clinics before managing pharmacy for over 11 years, and then moved into the pet industry in 2005. It is amazing how much being a Child and Family Health nurse has helped her understand the needs of pets!!

After leaving the health industry completely, she owned and managed a pet shop for 5 years prior to taking on the challenge of a buying group.

In her role at Just for Pets she liaises with over 70 independent pet retailers and most major manufacturers and suppliers to the Pet Industry on a daily basis. Karen has her finger on the pulse in this fast changing pet industry.

She owns a beautiful cross breed Tiboodle named Daisy, and a rescue cat named Sox and is an avid marine fish enthusiast.

Please see below a link to a video discussion with Karen about the concept. She's great talent and would be happy to be interviewed about this important new initiative:

<http://vimeo.com/byronvideo/review/112363901/d63fda7eb8>



Amanda Blennerhassett bio:

Award-winning marketer and strategic consultant Amanda Blennerhassett has 15 years' experience in Australia and the UK building and rejuvenating challenger brands.

Amanda's work helps businesses create success through authentic, powerful and value-driven innovation that comes from the heart.

She's worked with such big names as Heinz, Devondale, Bulla Dairy Foods and the Prince of Wales, HRH Prince Charles, on his organic brand, Duchy Originals, as well as many diverse boutique businesses.

Amanda arrived in the 'creative-entrepreneurial heaven' of Byron Bay in 2012 after a successful stint in a Melbourne agency, The Bridge, and through her consultancy of seven years, Brand Savvy, is brand building numerous 'glocal' businesses including Byron Bay International Film Festival.

Amanda can be reached on 0449 153 885 or at amanda@brandsavvy.com.au.