

Australian Labradoodle Association Japan



FY 2023 Business Plan

March 31, 2023

Name of Association: Australian Labradoodle Association Japan (ALAJ)

Representative: Akihiko Terada, Chairman

Address: 2-9 Kanda Surugadai, Chiyoda-ku Tokyo 101-8688

Tel No: 03-3291-5741 Fax No: 03-3291-5742

Date of Foundation: April 17, 2012

Core Business: Activities to protect and improve quality bloodline of Australian Labradoodle and to enhance its recognition as a genuine breed
Pedigree registry of Australian Labradoodle, management and issuance of Australian Labradoodle pedigree
Planning, creating, and publishing of the materials specialized in Australian Labradoodles
Events to encourage a close exchange between members and activities to raise recognition of Australian Labradoodles

1. Basic Principle

Basic principle of Australian Labradoodle Association Japan (hereinafter “ALAJ”) is to protect and to rear Australian Labradoodle (hereinafter “AL”) and to promote full recognition of purebred AL to Fédération Cynologique Internationale (hereinafter “FCI”) along with pursuing its potential as a social service dog and offering practical advice to enthusiasts and dog-fanciers, raising recognition of AL and contributing healthy development of AL.

Also, we will make sure that dog registration that is essential to protect and rear puppies is going to be managed carefully, and require that all breeders register their ALs, DNA test results and hip/elbow dysplasia scores of the ALs which are to be domestically bred into ALAJ so as to eradicate genetic defects of AL through breeding control with the registered data.

To achieve the above principle, we set our main targets and proactively promote them in FY2023.

(1) Registration into FCI as a pure breed

ALAJ strengthen cooperative relationship with ALA, etc. so that we can promote registration activities of AL into FCI as a pure breed, and establish cooperative relationship with related parties as we play a central role to realize our goal as soon as possible.

(2) Enhancement of AL Recognition

To enhance recognition of AL, we proactively carry out PR activities for AL among enthusiasts and people in general through the website, SNS such as Facebook and various media, flyers, and brochures.

(3) Breeding control through dog registration

We require that all domestic breeders register AL and every necessary examination result of AL to be bred in ALAJ so as to eradicate genetic defects of AL, and to promote the spread of healthy AL. Also we offer appropriate instructions to our accredited breeders whose number is expected to increase going forward.

2. Overview of Business Plan

(1) Business of Establishing/Promoting AL as a Pure Breed

To facilitate registration of AL into FCI, we examine our instructions and supports for our Accredited Breeders so that grading scheme for breeding is thoroughly understood.

(2) AL registration and management

We maintain dog registration record including bloodline data back to three generations and issue a pedigree, a registration certificate and other certificates.

(3) Accreditation of excellent breeder

We make necessary arrangements for registration of an accredited breeder as an excellent breeder who conforms to ALAJ guidelines on breeding dogs and rearing puppies. We also give instructions and guidance to people including beginners according to their knowledge and experience in breeding and rearing AL. Once they meet our required level, they will be registered as an accredited breeder.

(4) Events and Seminars Business

We hold various events and seminars for our members and the public to serve them and AL's enthusiasts as a place to exchange opinions and information so that stronger community could be established among them.

(5) AL's therapy activities

To make the most of our magazine, 'ALOVE', we put articles about our therapy activities performed at various locations for older people on ALOVE in order to enhance recognition of AL's features and characters as a therapy dog among AL enthusiasts.

(6) Enhancement of AL' recognition through Publication

We plan and create a magazine designed for our members and a guidebook which respond various inquiries posted from accredited breeders and AL enthusiasts and distribute it where necessary.

(7) Enhancement of AL' s recognition through the Internet

We develop an impressive website and consider effective use of it and SNS such as Facebook, we make attractive features of AL, our services and efforts accessible to everyone and enhance its recognition.

(8) Building recognition of AL as a social service dog

We facilitate recognition of AL with high intelligence and an excellent feature of being less likely to develop allergic diseases as so-called "Allergy Friendly" dog and as a social service dog such as a therapy dog, we contribute to establish good relationship between people and AL.

(9) ALAJ Accredited Certificate Operation Business

We not only continue to manage but enhance the content of ALAJ's unique accreditation system that covers from basic knowledge of rearing a puppy to knowledge of dog therapy and breeding methods, which are practical to tap into the great potential in AL aiming at well-being of people's life through AL's excellent features.

3. Activity Plan for Each Committee

(1) Executive Board

Executive Board is in charge of discussing all the tasks in every business activity and ensuring and maintaining its sound governance. It also makes a final judgment on whether it is necessary to have coordination and cooperation with the government and/or related organizations.

(2) Admission Screening Committee

Admission Screening Committee is to perform screening on individuals, organizations, and corporations which applied for admission to ALAJ and to review and enhance the screening methods.

(3) Public Relations Committee

Public Relations Committee is to set out annual publication activity plan for ALAJ to enhance recognition of AL and ALAJ among common people and to provide the members with specialized information in an appropriate manner that meets the needs of times.

(4) Certificate Operating Committee

This committee ensures to maintain and enhance the effectiveness and quality of the certificate operated by ALAJ.