



2026 ADVANCE™ Sydney Royal Dog Show and 2026 ADVANCE™ Sydney Royal Cat Show

ADVANCE™ is proud to once again be the major sponsor of the Sydney Royal Dog and Cat Shows, and we look forward to seeing everyone at Sydney Olympic Park.

At ADVANCE™, we believe pets make the world a better place — and our mission is to make the world a better place for pets. Through decades of scientific research and expertise, we've developed nutritionally complete and balanced formulas tailored to the unique needs of Australian pets. Our products are proudly made locally, delivering consistent quality, reliability, and guaranteed performance.

As Australia's most prestigious event, the Sydney Royal provides the perfect stage to celebrate excellence. ADVANCE™ will present prizes to all major winners, and our expert team will be on-site every day offering advice on pet health, care, and nutrition.

Trusted and recommended by Australia's leading breeders, ADVANCE™ is proud to support the breeding community with premium nutrition and a dedicated breeder program designed to help every breeder reach their full potential.

We invite all breeders and exhibitors to visit the ADVANCE™ Hospitality Pavilion — a place to relax, enjoy a coffee, and chat with our team. Our Breeder Ambassador Team will be available to share insights on everything from nutrition related topics, raising healthy litters, to achieving that perfect show condition. for that special show dog in the pursuit of excellence

Finally, we wish all exhibitors the very best of luck at this year's Show. May you enjoy great success and take-home wonderful memories and stories from your time at the 2026 Sydney Royal Easter Show.

Kaye McGhie
National Breeder Services Manager

www.advancepet.com.au