

Dog Training Services Information Booklet

Alpha's methods not only achieve immediate improvement on virtually all dog behaviour, they also produce even better mid and long term results



Established in 1996 and still actively pioneering and developing exciting new methods and Industry leading standards based on genuine service ideals, and relevant solutions for owners and their dogs!



Keeping Dog Training Positive, Relevant & Real!

What Are You Really Teaching Your Dog?

Supposedly positive training methods, dubious behavioural theories and dog less experts... just a few of the things that dog owners need to be aware of when choosing a training service that will actually teach their pup or dog how to listen and behave!



When looking for a great dog training service, what are you actually looking for? There are so many training options available to owners and choices will be made based on location, price, methods and perhaps positive referrals.

You might also assume that the training of your dog would result in a more sociable, well behaved and controllable pet, regardless of which trainer you choose and what methods you apply during the training process.

However, many owners don't understand that the most important considerations relating to the training of their dog, such as reliable obedience training and canine social and behavioural management under distraction, ARE NOT automatic inclusions in most training methods! If these ingredients are missing from the training process, what are you really teaching your dog?

Many experts tell you that their methods are positive – but are they really?

Over the last 30 years the dog training world has been saturated by academic theories and opinions based on scientific data that is subjective at best. The scope of these studies is often severely narrow and not the slightest bit relevant to how a dog reacts or misbehaves in real situations. For some reason it has now become normal for experts in our industry to talk up behavioural theory, but not to demonstrate hands-on how that theory actually makes a positive difference to the dog's behaviour in challenging situations.

The modern phenomenon of positive dog training methods that focus so heavily on techniques that virtually bribe the pup or dog with food and only require it to obey commands if and when it wants to, actually promote active disobedience and bad behaviour. They achieve this disturbing outcome by setting a flawed learning precedent that allows pups and dogs to willfully ignore their owners instead of teaching them to listen when required. If you give a command and your pup or dog ignores you, and is allowed to continually do so, then they are learning that ignoring you is a valid option – it becomes normal. You need to learn how and when to give commands, and how to reward (without impractical food treats), or how to correct and reward depending on your dog's response.

Most supposedly positive dog training methods are completely unbalanced and focus on positive reinforcement and reward, but don't offer any meaningful, contrasting correction process that actually teaches the pup or dog the difference between acceptable and unacceptable behaviour. Ignoring the dog or



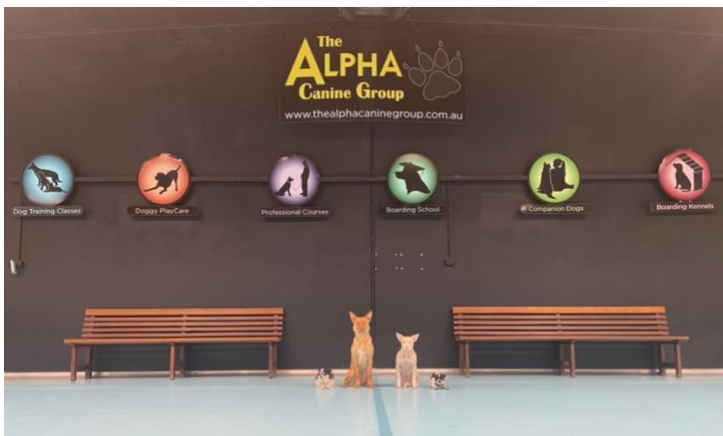
withholding food treats is not the slightest bit effective if your pup or dog is actively misbehaving and already ignoring you. Many, many owners have told us that their pup or dog just continued to misbehave only to get a treat anyway when it finally decided to stop (as per expert instructions) – there are many reasons for the negative outcomes that commonly arise with this simplistic approach. The experts, by the way, never show how this positive training technique, without a meaningful and contrasting correction process, actually gets results in distracting, real-life situations! That's just one of their tricks, but there are many other equally dubious techniques in their bag.

Inadvertently teaching dogs not to listen, if you think about it logically, is a huge mistake that can have disastrous implications on the owner and dog relationship, particularly for the dog.

A dog that doesn't listen to its owner when required is potential trouble waiting to happen. It's hard to believe that in this modern age where more and more dogs are being euthanised every year for behavioural problems, that the experts themselves

aren't challenging the popular, but incomplete positive theories with requests of proof, showing both practicality and relevance to guided canine social and behavioural development.

At Alpha we meet too many dogs that are already out-of-control despite their owners having previously attended training sessions using supposedly positive methods. These owners have tried to do the right thing, but have often been let down by poor method only to be told that their dogs now have serious behavioural issues. It never ceases to amaze us that there are experts out there that can't teach reliable obedience and manners under distraction, but they can assess a pup's or dog's uncontrollable behaviour as serious and even in need of pharmaceutical intervention. In the vast majority of cases we have found that the teaching of reliable obedience and good manners, not invasive drug therapy, has helped rehabilitate these dogs to a point that they are now safe and manageable. But it can also be argued, if not demonstrated, that the same training approach would have prevented the bad behaviour in the first place!



To train a pup or dog without a meaningful, contrasting correction process leaves owners and their dogs seriously unprepared for the real world that they live in. Not all correction processes are the same, nor do they break the dog and spoil its life, but most experts know nothing of this because they blindly follow popular theory without ever asking for proof of relevance! For many years now there has been too much unchallenged, negative propaganda and assumption coming from the ranks of dog less experts who are stuck in a theoretical world that is so far removed from the real world in which owners live with their dogs. If their methods are genuinely

positive, effective and beneficial to your dog, why can't they show you their own dog as one very important validation of their chosen methods, and other dogs that have benefited from their training approaches? Do they even own a well trained and behaved dog? Ask to see their dogs and other dogs they have trained!

At the Alpha Canine Group we go to great lengths to explain and demonstrate a contrasting correction process that is practical, positive and extremely effective in teaching dogs how to listen when they are distracted or misbehaving. All of our instructors have their own well trained and behaved dogs with them for demonstration of technique, or as distraction during training sessions.

Positive is as positive does. The proof is in the consistent, positive outcome!



Alpha continues to develop new standards for positive dog training methods by demonstrating relevance and effectiveness in relation to the prevention and rehabilitation of unacceptable canine behaviour. Many methods claim to be positive, gentle and best for your dog, but the experts themselves can't even demonstrate any relevance to a pup's or dog's ability to listen when it becomes distracted, agitated, aggressive, fearful or inappropriately over-excited. There is nothing positive about methods that produce negative outcomes, ultimately allowing a dog's behaviour to spiral out-of-control as it matures!

The Positive Outcome = Tangible improvement in your dog's training and behaviour

Practical & Commonsense Methods

Alpha's reward-based dog training and good behaviour shaping methods don't require impractical food treats to teach dogs and puppies to listen when distracted – when we need them to listen the most! Groundbreaking canine learning and behavioural principles developed by The Alpha Canine Group take genuine off-lead voice control of puppies and dogs to levels of relevance and reliability completely unknown by other training approaches – particularly those that are over-reliant on food treats and textbook theories that can't be demonstrated.



Owners need to see methods that can be demonstrated in real time, teaching their dogs to listen in incredibly common situations! Puppies and dogs, can and do, learn under distraction – this can be so easily demonstrated! Why would you use methods that teach pups and dogs to continually ignore their owners? Alpha's methods help owners to manage their dogs' social and behavioural development in the human world they live in!



Balanced Methods That Teach Dogs Right From Wrong

Alpha's methods go way beyond the popular, but incredibly unbalanced behavioural theories and methods that are focused on the dated and emotive dichotomy of positive reinforcement being good, and punishment being bad.

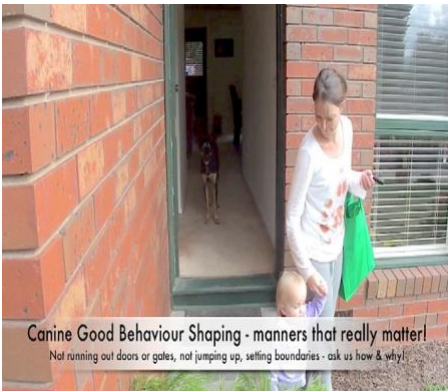
Methods based on positive or negative reinforcement as predominantly singular, opposing concepts, actually present an incomplete learning framework for your puppy or dog – producing pups and dogs that won't listen to their owners. However, when you contrast the two together to create the positive outcome, the results are often immediate and amazing – even under distraction. Reinforcement Contrast Effect is one of several Alpha developed principles that cleverly combine to turn academic learning theory on its head. This is because we have chosen hands-on research and development, working with real owners and their real dogs that are experiencing very real (and common) behavioural issues – to achieve consistent results. Alpha's principles cover the short, mid and long term stages of canine learning, socialisation and behavioural development. We have many, many well trained dogs to prove our point! The contrasting correction process created an immediate positive outcome as a puppy that has lasted all the way through adolescence and then to adulthood - "Good Boy" was the most important part of the whole process!



Training Dogs For Real-Life

Our dogs are our pets, our companions, our mates and best friends, but we still need to teach them how to behave in our human world!

At Alpha we don't just focus on teaching your dog to Sit on command, we want you to understand how to get it to Sit anywhere, any time, when it's distracted, when it's anxious, when it's fearful, when it wants to be aggressive, what to do if it doesn't want to Sit and why this approach to reliability is so important to your dog's overall social and behavioural development. We want owners to understand the importance of leadership and language and how Good Boy/Girl can convey so much more than just "what a good doggy". By becoming a positive leader in your dog's life they will be more inclusive around family and friends and you will be able to take them on more outings, giving them so much more to live for!



The Alpha Canine Group has pioneered exciting new training techniques for obedience training and behaviour shaping that are relevant to modern dog owners in today's society. To achieve this reality we have discarded what we consider to be outdated training techniques, theories and attitudes and replaced them with logical concepts and strategies that have actually proven to work for owners and their dogs from all walks of life.

If a training technique doesn't work, or is impractical and doesn't make sense, we don't use it just because it is what everyone else does. First and foremost, our training techniques have to work on our own personal dogs and then for our valued customers' dogs. We have a very proud and dedicated standard of 'Lead By Example' at Alpha and have many, many impressive dogs of all shapes and size to prove it!

The Free ‘Hands-on’ Information Session

Come And Check Us Out – Please Bring Your Dog.

As good as all the information seems over the phone, on our websites, or in this info booklet, nothing actually beats seeing the service and training method in action by attending the Alpha free information session and experiencing how our methods work with your own dog. We have run these sessions since 1996 and love showing dog owners what we can do with our training methods.

This session is commitment-free – there is no pressure at all to use any of our services.

The training method used at Alpha Dog Training (weekly classes) is the same as that used for all of our training services, so if you’re interested in any of our training solutions or professional courses you will be able to get a genuine feel for our ability to train dogs first hand. Again, we just want everyone to know that you are more than welcome to ‘check us out’ as part of your research into a positive and effective dog training method!

We require all ‘first timers’ to bring their own dog along to this session so you can try the method first hand and learn the fundamentals behind our unique training approach. Don’t worry (or feel embarrassed) if your dog is a handful and untrained, we are able to cater to this situation and do so all the time – you’ll be amazed at what can be achieved, even in one single class.

That goes for any boisterous, aggressive, fearful or anxious dogs. There are very few dogs that we can’t accommodate and help at our FREE first session and tour, we have been doing this for a very long time and the methods used have an immediate impact and it is very rare for that not to be the case.

The free session and guided tour runs for approximately 1.5 to 2 hours and is informative, fun and commitment free.

REAL OWNERS with their REAL DOGS achieving very exciting and REAL RESULTS

We will show you Alpha’s trainers clearly demonstrating the obedience techniques being taught in classes with their own well trained dogs, and you will also see our customers with their dogs working to exceptionally high standards, even at the beginner levels!

Everything will be explained to you in great detail and regardless of which training service you are researching at the time, you will experience our professional and refreshingly realistic approach to teaching owners how to train their dogs.

Two Purpose-Built Locations

The Alpha Canine Group's successful training services have been growing since day one, back in mid 1996. This has allowed us to continue to dream and strive for even higher standards and overall quality of service. It has been this dedication to great service and the continued development of Positive Outcome Methods that has taken Alpha to the next logical phase of growth – purpose-built training facilities.

In August 2003 we opened Alpha Boarding Kennels and really took our training methods to another level in a facility that allowed so much more research and development around the principles and methods we had been working so hard to refine. In January 2015 we opened The Alpha Canine Centre, the largest privately owned, indoor dog training and day care facility in the Southern hemisphere. The new space is huge and the benefits of having two specialised facilities to train and care for dogs is just sensational – the options we can offer dog owners for their dogs' training and care are many.

These two purpose-built facilities demonstrate Alpha's genuine dedication and drive to further develop the unique methods and principles that have already come from a large body of hands-on experience working with over 14,000 owners and their dogs.

By taking research in completely new directions based on the needs and realities of dog ownership in our modern world, we have benefited from the many insights and experiences relating to canine learning and behaviour coming from working with owners and dogs in these full-time facilities. This has further strengthened a resolve to develop methods that offer owners a genuine alternative to popular food reward methods that have little relevance to controlling puppies and dogs, when required, when they are distracted or misbehaving.

The two facilities provide different environments that help us to validate the many theories and methods we develop in a manner that is both unique and realistic. Rest assured, any theory or method developed within The Alpha Canine Group has been thoroughly applied in many different training and behaviour shaping scenarios to make them relevant and practical for dog owners. We can demonstrate this at any time, with virtually any dog displaying any behavioural problem.

1. The Alpha Canine Centre

54 Rushdale Street, Knoxfield, Victoria

The largest privately owned indoor dog training and dog day care centre in the Southern hemisphere.



The Home of Alpha Dog Training & Alpha Doggy Playcare

Dog Training Facilities Include:

- Indoor dog training complex
- Outdoor dog training spaces
- Climate controlled
- Many different sized training areas
- Dedicated puppy training facility
- Multiple lecture spaces
- Canine Good Behaviour Shaping (manners) Room
- The Alpha Dog Shop (toys, food, leads, bowls, etc)

Doggy Playcare Facilities Include:

- Multiple, large indoor play areas
- Climate controlled facility
- Large rest pens
- Dedicated puppy areas
- Bathing services
- raining touch ups for Alpha customers
- The Alpha Dog Shop (toys, food, leads, bowls etc)

2. Alpha Boarding Kennels

8 Kiernan Road Macclesfield, Victoria

Situated on 10 picturesque acres that have been developed for specific dog training and boarding applications.



The Home of Alpha Boarding Kennels, Alpha Boarding School for Dogs and Alpha Canine Professional

Facilities Include:

- Boarding kennels
- Modern classroom
- Indoor training center
- Undercover training arena
- Many different outdoor training environments
- Open & treed paddocks and dams
- Farm animals for training distractions

Dog Training Services

To train your dog requires time and effort, regardless of which approach you take, so the choices of where, with whom and how you do it are all so important. Value for money is not just about the dollar amount, it's about what you actually get for your dollars in return. We are confident that the training services offered by The Alpha Canine Group are not only exceptionally priced for what they have to offer, but are also genuine when it comes to educating owners on what they can realistically expect from their dogs.

Whether you're new to dog training or you've had past experience with other methods (good or bad), we know that we have something very different indeed to show you. All breeds are welcome and we have earned our great reputation amongst vets and other professionals because of our ability to successfully help owners to solve their dogs' varying behavioural problems (including aggression, fear, anxiety and over-excitability). In many cases we have achieved successful outcomes for dogs that have failed with other training approaches. This is because the methods actually work and we have so many teaching initiatives that are simply not offered anywhere else in our industry. In all training options it is our unique blend of method, teaching style and service that creates a truly synergistic system that will work for those who genuinely want to learn how to train their dogs to be obedient and well behaved, when excited and under distraction!

We have a number of training services available to dog owners, catering to different budgets and lifestyle requirements. This choice of service also gives us a greater flexibility to offer other options if a dog requires specialized attention for specific behavioural issues. All of our training options are completely developed and have proven to be relevant and effective, not just sidelines that are half-baked and copied from others in the hope of earning extra money. The Alpha Canine Group are industry leaders in innovation, not imitators, and we not only have the established history behind our services, but also the amazing results of our progressive methods that can be demonstrated on virtually any dog at any time.

Educating owners on how best to communicate positive leadership to their dogs is what sets Alpha apart from the rest of the pack. Regardless of which service you choose, our professional trainers will do their utmost to help you achieve the positive outcomes required to safely manage your dog in real-life situation



Weekly Canine Communication & Leadership Classes

Taking the training of dogs to a more complete level of relevance and reality

Classes:

Sunday 10am – 12pm
Wednesday 7pm -9pm

Location:

The Alpha Canine Centre
54 Rushdale Street, Knoxfield

Indoor Training Centre: We Train Rain, Hail or Shine!

Classes are held in our indoor training facility every Wednesday evening and every Sunday morning; except for long weekends, public holidays and a short Christmas break. All dogs starting at Alpha Dog Training begin their journey at puppies or Level 1.



Alpha Dog Training has taken the group, dog training class concept to exciting and new levels of professionalism by developing an indoor, full-time training facility. The largest, privately owned indoor dog training facility in the Southern hemisphere.

The Alpha Canine Centre (For Play, Learning & Social Development) provides a unique training and socialisation environment for dogs of all breeds, size and age. The building itself has undergone a renovation and inspired fit-out to transform it from a tired factory and office space into a modern, multi-purpose dog training and dog day care facility unlike any other in our industry. On size and scale alone the facility is genuinely impressive, but it's what we can achieve for our clients and their dogs in the many multi-purpose spaces that is the most exciting aspect of the entire project.

This new facility is the culmination of over 18 years dedicated, hands-on research and development into a progressive dog training and behaviour shaping system that provides dog owners with the much-needed practical skills and common-sense

knowledge required to manage their dogs in real-life situations – in their homes, around the family and out amongst the communities in which they live.

This dog training (and doggy Play Care) facility has been designed to deliver to dog owners the best possible instruction in an environment that allows their dogs to learn how to listen under distraction.



The 1500+ square meter facility has a host of features that help improve the learning processes for both owners and their dogs such as:

- Indoor with heating and cooling
- Multiple, indoor training arenas of varying size and shape to allow for novel and stimulating learning scenarios in group or private training sessions, including safe off-lead practice of obedience exercises and general off-lead practice of manners.
- Separate, large, multi-purpose lecture and training rooms for specialised group or individual sessions, or for client and public lectures.
- A large, puppy training space with multimedia facilities and specialized equipment designed for the ongoing development of Alpha's specialised Puppy Social and Behavioural Development Workshop Series – taking puppy training, manners, socialization and problem solving to amazing new levels of relevance and practicality!
- Novel training surfaces, equipment and socialisation environments (sights and sounds) to help develop dog confidence.

Alpha's first free session and guided tour will show you everything our training has to offer you and your dog. When you see just how well trained and behaved our customers' dogs are (under distraction), even at the beginner levels, we know you'll be impressed! Alpha trainers are available before and after class for more individual help with your dogs in relation to problems occurring at home etc. We have found this time to be very productive for those requiring help beyond their obedience training needs. Help and advice is also available before class.

The class structures include the following concepts:

- **Leadership Obedience Training:** Building a relationship where the owner is the leader and the dog is the follower. Leadership develops trust and respect and can be recognised through the dog's willingness and ability to listen and respond appropriately when distracted – particularly in situations where it once ignored the owner. We will include more exercises that appropriately and effectively develop the dog's ability to listen when distracted.
- **Canine Good Behaviour Shaping:** Manners that really matter. Each level focuses on a particular set of manners in the first-timer class and then members can ask for more specific help at the end of class. Use of video footage and hands-on 'set-ups' in real-time will help to clearly explain why each set of manners is so important to the overall leadership process.
- Focus on the process of what to do when a pup or dog resists certain exercises and how to practice at home in a manner that promotes genuine improvement in reliability of the core exercises. We will give more realistic examples of how to create challenges that promote honest mistakes during practice to help the dog learn and to stimulate the owner's understanding of their dog's behaviour. Owners need to fully understand the importance of overcoming resistance in obedience and manners and that the exercise that seem the most challenging is in fact the one that needs the most attention until it becomes reliable. Owners need to understand that all exercises (obedience & manners) are important and complimentary to each other. Combining obedience and manners is the key to 'relaxed', off-lead control under distraction.
- Focus on teaching owners to recognise their dog's body language – The 4 Rs (Read, Recognise, Relate & Respond). Many training and behavioural issues can be avoided if the owner can recognise and then interrupt their dog's behavioural choices before they reach an uncontrollable level. Learn to recognise warning signals – posture and eyeballing. It can happen to any dog at any time – particularly dogs that are still maturing (under 3 years of age).
- Suggestions as to how the commands can be used for practical purpose in day-to-day life once a reliable standard has been achieved. In first-timer classes at all levels, we will show videos of the obedience exercises being taught in class also being applied in real-life scenarios away from the training centre in real homes and situations.

Receive Alpha's Interactive Tuition

All training sessions are staffed by our professional dog trainers and trainees (accompanied by their dogs) who use Alpha's totally interactive class structures to educate dog owners on how to effectively train their dogs under distraction. Within each class you can work as an individual, taking your own dog's needs and abilities into account, moving through the levels at a pace that suits you. Your trainers move freely throughout the group and look forward to assisting you and your dog at any time if the need arises. The relaxed and friendly atmosphere within all classes promotes a calm environment in which all owners can feel comfortable with their dogs and progress through the obedience levels at a steady rate.



Alpha's trainers work very hard to help you learn more about your own dog, and dogs in general. The atmosphere at the training Centre is both positive and relaxed, and the service is personal. We don't rely on gimmicks or assessments of trainability that will often amount to very little if you can't get the service or results needed to train your dog in the first place. Instead, we have opted for professional, friendly help and effective training methods that are common sense and practical for you and your dog. Alpha's reputation and results will speak for themselves, all you have to do is relax, have a great time and learn how to communicate with your dog! See our online newsletter for testimonials from Alpha Dog Training clients – available from our websites.

This positive approach to teaching customers how to train their dogs is very much reflected in our genuine drive to help you understand your dog and achieve the level of training needed to satisfy your individual requirements. At Alpha, we have the interactive class structures, effective training methods and professional staff to make this a reality. We have many, many customers who can testify to this fact!

Alpha Dog Training Puppy Class

Teaching owners how to prepare their puppies for the real world!



Puppy training and socialisation is an important part of our dog training service for those starting with young puppies. Puppy training can start from 8 weeks of age onwards and is one of the most important learning and social development periods in your dog's life. This truly is the time to catch any of your pup's problem behaviours before they develop further. It's really quite amazing to watch how your pups develop in both confidence and co-ordination as they learn from your guidance and positive leadership.

Each Alpha Puppy Social & Behavioural Development class is a combination of:

- Puppy Leadership Obedience Training (Pattern Learning)
- Canine Good Behaviour Shaping Techniques
- Puppy socialisation exercises.

These three areas of training and education have proven to be very effective in teaching owners how to train, understand and socialise their new pup by preparing them for real-life situations that can occur at home, the vet or anywhere else you may choose to take your dog.

Everything taught in this class is aimed at producing educated owners of stable, responsive and confident puppies as they rapidly mature and start to take part in our society as adult dogs. The early social development work done with your puppies is the key to having well adjusted and much loved family pets who are a real joy to own

Alpha Canine Good Behaviour Shaping (CGBS)

A proven behavioural modification system developed through Boarding School For Dogs and adapted into Alpha Dog Training's problem solving strategies.

Canine Good Behaviour Shaping teaches dogs manners that really matter. Teaching your dog good manners is essential to establishing the precedent of control when required, particularly when off-lead and not doing obedience.

However, obedience training should be considered as the first step in any behavioural modification program and as such, the skills and understanding learned from training your dog form a vital role in any of our effective behavioural problem solving techniques and strategies. As your obedience training progresses, so too does the trust, respect, control and bond that is developing between you and your dog. This creates an overall responsiveness that will be crucial to the understanding required to deal with any behavioural problems that may need to be addressed. Without this base communication, the risk of relationship breakdown due to unnecessary stress and frustration between you and your dog is much higher. You will see that this does not have to be the case!



By combining obedience with manners, owners have a more complete leadership that translates into all interactions with their dog. You can't achieve this level of understanding and reliability with obedience training alone, you need methods that are consistent and relevant to every-day situations, particularly when your dog is off-lead and not doing obedience. We can explain and demonstrate these concepts at the Free session and tour.

Behavioural Problem Solving is a common request at Alpha and our trainers are more than capable of advising you on the best course of action suited to your dog's particular problem. No problem is too big or too small and we believe that virtually all

behaviours can be modified or suppressed if the owner is willing to be a major part of the solution - your dog can't do it on its own! It is our job to teach you how to achieve this ideal.

At Alpha Dog Training we have many examples of reformed dogs who have displayed behaviours ranging from barking and rubbish raiding to aggressive behaviour and separation anxiety. In all cases, understanding and teamwork between owner and dog have been the keys to success and if you're in need of such advice, your trainers will be more than ready to help you out.

Membership Inclusions

One - time Membership: You only Join Alpha Dog Training Once, you don't have to re-join every time you bring a new dog to classes. Only one membership is required for multiple handlers

training a single dog, or if one handler has multiple dogs. Successive, discounted memberships are only required if there are two or more handlers handling two or more dogs. Membership options are explained in detail at the free first session.

Training to the highest levels: Using Alpha's unique interactive, split system and service initiatives.

Free Alpha Help Line: Call a full-time trainer during business hours for extra help and advice on your dog's training and behaviour problems. We will take the time and do our very best to help you whenever you call! Available to all Alpha Members. Forever!

Free Maintenance Training: Receive free touch up training for your dogs when they stay at Alpha Boarding Kennels (The quiet and peaceful boarding kennel), or when visiting Alpha Doggy PlayCare. Alpha dogs settle really well at the kennels because of the extra attention we give them ensuring that their manners and obedience is maintained whilst they stay with us.

Discounted Doggy Playcare: Visit Alpha Doggy Playcare at a discounted rate.



We Can Train Your Dog For You.

The complete training solution for those too busy or unable to make it to weekly obedience classes! If you are considering a boarding and training course for your dog, please take the time to read about our unique, value packed service.

When doing your comparisons throughout the industry, BEWARE of those who treat boarding and training as a money-making sideline. ALWAYS compare what you actually get for your money. Professional and honest advice, friendly service and most importantly... RESULTS are all standard features of any of our courses and you will notice these major differences from the moment you call us to the time you return for your hand-back session.

MORE full-time trainers

+ MORE training

+ Purpose built training kennels

+ HIGHER standards

+ PROVEN leadership obedience & behaviour shaping techniques

= SHORTER, but more productive courses



We offer effective behavioural modification strategies for:

- Anti-social and aggressive behaviour (towards other dogs, people or animals)
- Pushy and dominant behaviours
- Fearful behaviour
- Mouthing/biting & jumping up
- Nuisance barking
- Separation anxiety
- Over-excitability, stock chasing
- Cat (or other pet) chasing
- Destructive behaviours
- Misbehaving inside
- Over-excitability around children, elderly and visitors
- Whining or barking at the back door
- Digging
- Pulling clothes off the line

From the moment you ring and first speak to one of our friendly staff, you'll realise that you are talking one-on-one with a professional trainer who is willing to take the time to answer any questions you have about your dog's problems and also discuss all of our services in full detail. We are thorough, honest and realistic about what we can do for you and what you can expect from your dog when doing a boarding and training course. You will also detect a genuine passion behind all the advice and information we freely give you because regardless of which trainer you talk to, we all train our own personal dogs using the same training and behaviour shaping methods and believe in the services we have to offer those who need our help!



During that first phone call we will take the time to explain to you our unique Canine Leadership System (CLS) and how we approach effective, reward-based obedience and Canine Good Behaviour Shaping. Combining these two important areas of dog training is the key to bringing owners and their dogs closer together and we have developed a unique system that really works! We will also explain the training and guidance you will need to continue once your 'trained' dog returns home again.

We do the initial work for you, but the new relationship can only be built by you!

Boarding school is perfect for those owners who want that extra help to get things moving along more quickly. In the vast majority of cases, a much quicker training or rehabilitation process is the reality!

With some dogs it's going to take some time to rehabilitate their behaviour, regardless of which approach you take, but we are confident that the skills and understanding, and ongoing advice and support we give you post course will genuinely help with the overall process and positive outcome.

The boarding school course is second to none when comparing actual obedience and behaviour shaping content and the all-important overall service that includes a comprehensive hand-back session at our purpose-built boarding and training facility. The duration of the course is set to maximize the results whilst at the same time minimising the time you need to be away from your beloved pet. In short, we can achieve more for you and your dog in a much shorter time frame!

With many full-time trainers plus visiting part-time trainers and students we have plenty of staff to ensure your dog receives the amount of workouts required to achieve sensational results. This approach also allows us to have multiple trainers working with your dog rather than just one individual person, an important tactic to make sure the handling process is easier for you back in your own home.

We want to show you how our training method translates to clear communication back in the home environment even though we are competing with familiar distractions that trigger particular behavioural patterns in your dog. To put it simply, you will be amazed at just how attentive and well behaved your dog can be. This has been an industry-leading standard since 1996!

The proof is in the hand-back!

An important feature of our boarding school course is that we actually believe in the effectiveness of our training system and are prepared to demonstrate the results under maximum distraction.

You can imagine just how excited your dogs will be to see you again, especially after their short absence, but we are still happy for you to pat your dog and re-acquaint before we get started - we don't separate you from your dog in order to demonstrate them away from distractions – a now common tactic used by others offering boarding and training!

Common distractions we prepare your dogs for are: the owners themselves, children running around, visitors, other dogs, cats, rabbits, chooks, sheep and horses just to name a few. The whole idea behind the CLS is to prove to owners that their dogs can and will behave under the common (and not-so-common) distractions around the home.

After the impressive and thoroughly explained demonstration of your dog's new abilities, our professional trainer will take you personally through all the handling and good behaviour shaping techniques. You will learn what to do when your dog makes mistakes and how to build reliable responses from that point onwards. This is the practical knowledge and skill base that sets our training system apart and allows us to prepare you for your home environment! There will be work to do once your dog returns home, but as your dog experiments with it's old ways you will be able to implement new rules based on understanding and leadership. This system has literally worked for thousands of dogs. By the time we have finished the hand- back (2-3 hours later - longer if necessary) you will be completely familiar with the techniques required to handle your dog in both reliable obedience and effective good behaviour shaping. It is quite exciting to see owners taking charge and leading their dogs, often experiencing for the first time a real sense of confidence and direction that will see an eventual end to the problems that led to the need for training in the first place.

On that note, behavioural problem solving is covered by our Canine Good Behaviour Shaping techniques and we have developed a very clever and common-sense approach to help you extinguish your dog's undesirable antics around the home (and elsewhere). Again, you will be amazed at just how quickly you can modify a behaviour by simply applying the language learned in your dog's obedience exercises.

As you will be told over the phone, Boarding School is the beginning of the training and behavioural modification process - an extremely good start! That's why we put so much work into the hand- back process so owners truly understand how to help their dogs learn the new rules of behaviour around the home.

The Boarding School For Dogs course is designed to be a stand alone training option. You will not be required to attend weekly training sessions as part of your course!

Weekly classes are an optional extra. Not a necessity! By following our clever practice strategies and keeping in touch with us you will achieve the results you are after - a well trained and extremely well behaved dog! If you choose to train your dog with Boarding School For Dogs, your pet will stay at our training kennels situated on 10 picturesque acres at Macclesfield in the beautiful Dandenong Ranges. Many visitors to our kennel are quick to comment on just how quiet it is and how happy the dogs look as they tour the premises.

20 Day Advanced Canine Communication Course

The 20 day Boarding School Course Includes:

- Introduction to off-lead obedience exercises, taking obedience and manners to a higher level.
 - Professional training by skilled BSFD trainers using our proven and effective Canine Leadership System.
 - Exclusive Canine Good Behaviour Shaping techniques 'pre-trained' and then taught to you in the comprehensive hand-back!
 - All boarding, feeding, brushing (if required)
 - Basic groom (brush, nail clip, ears cleaned) and hydro-bath and blow-dry before returning home.
 - High quality, Australian made Black Dog lead & training halter
- plus training collar.
 - 100 page BSFD hand-back reference manual.
 - Stylish photos of your dog in both a timber frame and a magnetic frame.
 - Several hours of professional instruction in our purpose-built facility!
 - BSFD phone support line (immediate access to a professional trainer).
 - FREE extra training for your dog during future stays at Alpha Boarding Kennels.
 - Considerable discounts off optional Alpha Dog Training membership (weekly classes).



On Lead Obedience Training (UNDER DISTRACTION)

- Heeling - Your dog will walk nicely by your side and sit automatically by your side when you stop.
- Sit & Drop - Your dog will sit and drop on command and will remain there until given another command or released.
- Sit & Drop Step-Away (stay) - Your dog will stay in the sit or drop position whilst you walk away...

Under Distraction!

- Recall - We will imprint an effective, practical recall on lead and teach you how to work it to a reliable off lead standard in different environment
- We include controlled distractions such as chickens, sheep, horses, farm machinery etc for our specific training purposes.

Off-Lead Training (UNDER DISTRACTION)

The focus of the off-lead training is to teach your dog how to listen, when required, in common day-to-day manners scenarios around the home, when distracted or misbehaving. Off-lead obedience (excluding heeling) is also taught to your dog, to an introductory level, demonstrating an understanding of the learning processes learned during on-lead training. As explained during the information and booking process, the off-lead work will still be new to you and your dog, but the starting standard is very high and this will be demonstrated to you in the hand-back session.



When looking to choose a professional boarding and training service, always remember to compare:

- Professionalism & friendliness
- Great reputation - (vets and other industry professionals)
- Honest, up-front & detailed information (over the phone - ask all the questions you want, info. Booklet, websites)
- Course content- based on proven obedience and behaviour shaping systems
- Overall service - from start to finish... And beyond!

Testimonials

To Greg & the team at Alpha Boarding Kennels,

As you are aware, quite recently I left my 18 month old Labrador X Border Collie Gus with you so he could participate in your 10 Day Canine Communication Program. Prior to attending your course Gus was a very boisterous and disobedient young dog. I had tried another obedience school and had been very dissatisfied with their approach, as after a few weeks the trainers left me and Gus alone on the edge of the oval where training was occurring because he was too excited when he got close to other dogs - it seemed they did not know what to do with us. This training was of no assistance to either me or Gus and only led to both of us becoming more frustrated. After receiving a very high recommendation from a Veterinary Nurse about Alpha and your boarding school courses, I was eager to book Gus in. Gus' problems before attending the course included barking at me, trying to bite (albeit in a playful way), jumping roughly and excitedly on guests, not walking well on a Halti and basically not being allowed in the house because when let in he would run around like a crazy thing, thinking it was a game. His behaviour in the car was also a problem as he would bark at passing motorcycles, bike rides, pedestrians etc.

I am writing this email to thank you all at Alpha for the wonderful training Gus received and also the fantastic information provided at the hand back by Greg, which provided me with a wealth of information on how to talk to Gus so he understands commands. Gus is now behaving very well and if necessary I am clear on the techniques that can be used in everyday situations to get Gus back on track if he should stray into bad habits.

I recently contacted you regarding allegations that Gus was barking when I was not at home. I was very pleased with the quick response time for someone to call me about the problem and the advice given. I have been monitoring Gus' barking and I believe he is now very well behaved in that respect. I am also pleased to say that now on most evenings Gus spends his time relaxing on the floor in the lounge room. Guests have also noticed the change in Gus and are no longer concerned about greeting him. Our walks have also greatly improved and I am now able to walk past houses with other dogs behind fences without having my arm pulled out of the socket and I am also able to stop and speak to people without Gus jumping all over them. Once again I extend my thanks to your entire team.

Regards, Jodie Mackin

“Att. Greg & Trainers.....

*A+++ 100% A BIG THANK-YOU for the wonderful training you did with our Red Heeler-
'STORM'. We are totally satisfied with her now that we can finally truly appreciate her!!!!
You have worked wonders! She rarely barks now & is more obedient to us than ever-
which we wanted. We HIGHLY recommend you to any one. We wish you all the very
best.*

*Yours sincerely,
Tom, Anita & Storm.”*

*“...Then came time for her to come home. I couldn't believe it when Greg started
demonstrating what she had learnt. She was a different dog.
Still the happy little dog I knew and loved, but obedient! 4 months down the track and she
still hasn't tried to get out again. She is better with people coming to see us, she still
barks to warn us but now when we say “enough” she listens and stops. She is altogether
a changed dog.
People who saw the “before” and “after” Tinker can't believe the change in her, she is a
much nicer and more confident dog now. If anyone who is reading this has a “problem”
dog and wants another option other than getting rid of it, send him/her to Greg and
the team, I couldn't recommend them more highly.
Thank you again, Jodie and Tinker.”*

*“We sent Digby to Greg on the Thursday before Easter saying to ourselves that Greg
wouldn't be able to do a thing with him, he was a one of a kind dog and we would just
have to accept that and he would have to just play in the garden. WOW when Greg
brought Digby back after 16 days of training it was a completely well behaved, well
mannered and obedient Digby that was returned to us. We would like to thank you Greg
and all your staff for all the time and dedication that you have put into training Digby
and us upon his return. We are extremely grateful and in awe of the brilliance and
simplicity of the training. With many, many thanks for teaching us all how much fun and
enjoyment we can all gain from being owned by a lovely Soft Coated Wheaten Terrier.
Regards,
Digby Smythe and family of David, Sarah & Megan”*

To Greg and all the trainers at Boarding School For Dogs,

Thank you so much for training our Golden Retrievers Rosie (17 months) and Molly (9 months). Life in our house is so much more enjoyable. We cannot believe how well behaved they are and how much they listen to us. It is very rare for Rosie to bark at night now. We don't have to hide our food when we eat anymore as they know they are not allowed to eat it!! The true miracle is being able to walk them without having our arms pulled out of their sockets. A lady commented today on my walk with Molly about how well behaved she was, she is a pleasure to walk now.

We really were beginning to wonder if we had made a huge mistake getting a dog (especially two), as we just didn't know what to do with them they were very naughty and destructive.

Thanks to you guys we can now really enjoy them being part of our family. Our friends cannot believe the change in them especially staying in the drop command while the kids are playing around them.

Thanks again for your help !!

Regards,

Greg, Sue Taylah and Josh.

Dear Greg and the Boarding School Team,



Just a quick note to say thank you for all the fantastic work you did with Zoe.

I just wanted to thank you on behalf of myself and my family (and Zoe our 4 year old Cavalier King Charles Spaniel of course) for the wonderful work you did with her while doing the 20 day training at Boarding School. It was the longest 20 days for me because she had never spent a night away from home since I have had her and I am sure I drove you all crazy calling and checking up on her, but I know now it was well worth it. The change in her is just amazing. She now listens when we speak to her and I can actually walk her on a loose lead without her going crazy and pulling my shoulder out of my socket. We can now have visitors over because she doesn't jump on them and go crazy, and with the command of "drop" she can be in the room with all of us without any incidents.

The biggest change in her is that she doesn't bark and tear through the house when people and other dogs walk past the front window. And if she does bark, we now know how to do our correction techniques thanks to our private lesson. She does like to challenge us every now and then and test her limits, but with the techniques we have been taught she has quickly realised that what she has learnt at boarding school now applies at home.

I now find that Zoe has more respect for boundaries which allows for a happier environment, Zoe is happier because she is not being disciplined all the time for doing the wrong things, and us because we don't have to keep disciplining her. She still has her wonderful personality and we can still enjoy playing with her and now walking her is a joy. Once again thank you for your wonderful efforts, and showing patience with me whenever I called. I never felt that it was an effort for the trainers to talk to me about the progress Zoe was making.



4 Day Fast-Track Course

Train your dog to amazing standards in 4 days!

For the last 17 years we have been teaching professional dog trainers how to train their dogs to incredibly high standards on the first few days of their short-intensive courses. Now we are offering the same high standards on a 4 day course that is based on the same principles we teach on our professional courses, but in a format developed specifically for dog owners.

Quick, Convenient, Comprehensive & Effective!

A complete training package for busy owners and their dogs, providing an incredibly high standard of reliable dog training, canine behavioural management and practical owner education, with tangible and relevant results. This course is perfect for:

Owners who are too busy to commit to regular weekly classes.

Owners who would like a jump-start for weekly obedience classes.

Owners who live interstate, or in areas not close to Alpha's training services.

Owners of difficult dogs that need more immediate help to train their dogs.

The practical skills and relevant theory taught on this course provide owners with a 'hands-on' understanding of how to continue the training once home again, including knowledge and techniques for behavioural rehabilitation where required. When you return home you and your dog will be a highly trained team ready to consolidate a new relationship based on leadership and trust.



The 4 Day Fast Track Course includes:

Professional instruction, supervision and guidance from experienced instructors who will clearly explain and demonstrate all aspects of the course.

Teaching and applying high-level and reliable obedience under distraction. Including off-lead practice of certain exercises to a very high standard.

Teaching and applying high-level, reliable Canine Good Behaviour Shaping (manners) under distraction. Including off-lead practice to a very high standard.

All training equipment supplied (lead & halter).

Informative lectures covering practical aspects of canine behavior and psychology that are relevant and practical when teaching our dogs to listen and behave in the real world.

3 days in our huge indoor training facility at 54 Rusdale Street, Knoxfield – providing specialized training and lecture environments for teaching obedience and manners relevant to common, real-life scenarios.

1 day at our 10 acre training facility, applying the new skills in different indoor/outdoor environments and dealing with any driven behaviour around sheep, ponies, chickens and other dogs.

**This unique course is run over four days; across 2 locations
Dates are available on our website.**

Location 1 - The Alpha Canine Centre

54 Rusdale Street, Knoxfield

The Alpha Canine Centre is our huge, indoor doggy Playcare and dog training facility, comprising of many indoor and outdoor training environments and various lecture spaces.

The focus of the training over the first three days at this location is to build the fundamentals of canine communication and leadership under realistic levels of distraction. Owners will be taught practical and effective skills and strategies, hands-on with their dogs and in real time. The obedience standards are incredibly high and every owner who has been through this intensive training is amazed at how quickly their dogs learn to listen and respond reliably, again, under distraction!

Canine Good Behaviour Shaping (manners that really matter) is a major part of the training where dogs are taught to listen and behave, off-lead, in the common situations that affect clear and positive leadership on a daily basis. The consistency between

obedience and manners is a crucial factor in the success of Alpha's methods, particularly when comes to preventing or rehabilitating unwanted canine behaviours.

The lectures conducted throughout the first three days will educate owners on relevant topics that help them to understand what their dog needs from them in order to be safe and sociable in their homes and in the greater communities in which they live.

Location 2 - Alpha Boarding Kennels

8 Kiernan Road, Macclesfield

Thursday: 9am – 4pm

Alpha Boarding Kennels is our boarding and training facility located on 10 picturesque acres, comprising of open paddocks, dams, indoor training facility, undercover arena and classroom.

The focus of the training on day four is to take the skills and understanding established on the first three days into a completely different environment that will present new challenges and consolidate the principles of positive leadership. This gives owners an excellent opportunity to work their dogs around different distractions such as sheep, ponies, chickens and different dogs in different situations.

This important change of location helps owners to understand how their consistent and positive leadership becomes a vital ingredient to their dog's ability to listen and learn under all types of distraction. It takes no time at all for owners to read their dog's body language, assess behavioural reactions or obedience responses, and then apply the appropriate levels of control to match the new situations and environments.

This course offers proven, practical and effective skills and knowledge that is relevant to real-life situations and both the prevention and rehabilitation of unwanted canine behaviour. Owners leave the course with a thorough understanding of what they need to do to assimilate the new skills, knowledge and canine understanding into their daily lives.

We provide a combination of specialist training locations that have been specifically designed for the teaching of owners and the training of their dogs in a manner that both validates and consolidates the methods being taught. There is no other course for dog owners that provides experienced instructors who are completely comfortable working with all dogs (excitable, fearful, difficult or aggressive), and can explain and demonstrate everything being taught.

Alpha One-on-One Tuition

All Alpha private tuition sessions are conducted by professional Alpha Canine Behavioural Trainers who have their own well trained and behaved dogs with them for demonstration and distraction purposes. The methods we teach owners are the very same we have used to teach our own dogs and many thousands more – privately in homes, in group classes and through boarding and training courses. The ability to demonstrate a ‘trained dog’ adds a validity to the methods and strategies you will be learning during training sessions and helps you to understand what you are aiming for with the training.



Private tuition sessions can be arranged either at our training facilities, or in your home. There are a few things you need to know to make an informed decision about where you should train your dog.

1. There are many, many dog training and behavioural experts in our industry who confidently state that the best training results come from sessions conducted in the dog’s own home. That’s where they live, right, so that makes some sort of sense. But in actual fact that statement is a little simplistic and comes from very narrow experience. It reminds us of the old adage: if all you have is a hammer, then every solution has to have a nail. It’s very important to realise that these experts are often sole operators who only offer one kind of training service and have little or no experience, nor the facilities, or even the capability to offer group classes or perhaps boarding and training. So all they know and offer is private training in your own home. This does not necessarily mean that training in the home is the best choice – for those experts it is the only choice – That’s all they offer because that’s all they’ve got. The ‘Dogless’ expert: There are many dog experts who offer private consults, but don’t even have their own well trained and behaved dog with them when they teach.

This should be an immediate warning sign telling you that the methods they promote aren't effective or relevant under distraction and that they can't even manage their own dogs in novel situations and environments. You wouldn't even know if they own a dog at all, or if it is even controllable beyond their backyard. Regardless of their reasons why they won't bring their dog with them, it usually equates to excuses as to why they can't bring their dog with them. What excuses would you accept from a dogless expert when there are those out there who go to great lengths to explain and demonstrate their service with a trained dog by their side?

2. There is another very important factor to consider before choosing private tuition in your home, or anywhere else for that matter, the method! Just because you train the dog in its own home, doesn't automatically mean that you will achieve positive outcomes. If the method is superficial and focuses on irrelevant theories and training techniques that don't even address your dog's training needs, then it makes no difference where you train your dog, including in the home – the positive outcomes simply won't be there!



One-on-One training is a great option for dog owners, but training your dog in the home is not necessarily the best choice!

Not only is it more cost effective to attend one-on-one sessions at our training centre, it should be noted that the benefits of doing so, are, in many cases, above and beyond what can be achieved through training your dog in the home environment alone. At Alpha we know this because we have worked well outside the proverbial box, hands-on with real owners and their dogs, to develop new methods and principles that can be demonstrated to have greater effect and produce more positive outcomes than methods based on dated assumptions, such as dog training in the home is best, that have never been challenged... until now!

We have found that training your dog on neutral ground, under many and varied, controlled distractions that can't be created in the home environment, actually develops a much broader and more generalized learning outcome compared to just training at home. We're not talking about wandering off to the park where nothing is controlled and you can't govern your dog's levels of stimulation, we're talking about our purpose-built training facilities where we can create, and re-create different learning scenarios to stimulate behavioural reactions and desired change and overall improvement.



By developing the leadership away from home first sets a powerful learning precedent that can then be applied again in the home environment, showing your dog that the new rules are the same in multiple places. The precedent of learning and reinforcement generalisation principles underpinning alpha's training approaches have been proven thousands of times over with incredibly consistent and predictable results that genuinely challenge the 'dog training in the home is best' concept. Many owners learn to teach their dogs reliable obedience and

manners under distraction at our full-time training facilities and never activate the more expensive in-home option because they simply don't need to!

The Canine Leadership System is aimed at owners becoming a positive leader in their dog's eyes. The result of this approach is that the owner becomes the constant in their dog's life, in the situations and environments relevant to the dog. Where they learn is not that important if the methods are relevant to managing our dogs in real-life scenarios, whenever, wherever the need for control should arise.

Home visits can be arranged if this is what the owner prefers, or a visit to the home can be arranged after the fundamentals have been learnt at the training centre and there seems to be a need for that extra service.

Alpha One-on-One sessions can be done as a one-off situation, particularly for those dogs that have prior learning with Alpha's methods, or as a series of lessons for those with untrained or problem dogs that have no prior learning. The amount of lessons required will be based on detailed conversations over the phone or in person, and an assessment that will take place during the first session.