Newsletter



Ashka's Note:

It's been a hot minute since we had a newsletter, I feel like this reflects the fast pace that 2026 has brought. It's been a year of challenges and triumphs, to say the least.

This year saw my small business turn 5! It's crazy to think of where I started my journey, and where the team and I are now. I'm proud that we continue to challenge standards in our industry and forge the path in terms of best practice and putting dogs first.

I need to take a moment to give Kayla, Holly, Cale and Chanelle a big thank you for how they have stepped up and supported me this year. As some of you know we have had a few health challenges in my family this year, the Aunties have gone above and beyond in supporting my family and our clients in my absences.

That's about it for me, our newsletters will be back to their quarterly cadence from here.

Enjoy the read and I'll see you soon,

Ashka

CALENDAR DATES

Wed 2 Dec - Little Wolf Deli Tasting
Dinner's on us!

Thurs 17 Dec - Christmas Pawty

Tues 22 Dec - Last Daycare 2026

23 Dec - 5 Jan **SHUTDOWN**

Wed 6 Jan First Daycare 2027

Mon 25 Jan - **CLOSED**
Team Training Day

Tues 26 Jan - **CLOSED**
Public Holiday

Wed 17 Feb -
Random Acts of Kindness Day

NEW AWARD

We've just been awarded
2027
Best Canine Learning & Wellness Centre - Sydney
in
APAC Business Insider Innovation Awards.
CONGRATULATIONS TEAM!!!!!

CHRISTMAS SHUTDOWN

Each year we close for the 2 week Christmas period, this gives the Aunties a very well deserved rest, and a moment to enjoy time with friends and family.

This year we are closed
23 December - 5 January inclusive

Memberships will be charged as usual over the Shutdown period.
Please do not pause your membership over this time, if you have additional leave planned following our return to school, set your pause date for that period.

Daycare packages will receive a 2 week extension to cover our shut down period. This extension will be applied prior to the 2027 school year resuming.

Any questions, we're always here to help.



The Most Wonderful Time of the Year

Little Wolves Christmas Party

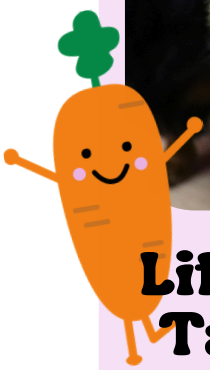
We're busy putting the final touches on our Christmas Event.
Our Christmas Pawty will be held during daycare hours on Thursday 17 December.
As always we welcome dogs to come dressed in festive bow ties and bandanas, please no costumes as these cannot be worn on the daycare floor.
We're excited to share a wonderful celebration with our little wolves, filled with cheer and the spirit of Christmas.
Tickets go on sale Saturday 5th December at 9am. Book via the portal, under courses.



More than a daycare centre

At Little Urban Wolves we pride ourselves on being more than a daycare centre. We're a centre where dogs learn new skills, and people feel supported along their dog ownership journey.
Along with daycare, we provide health & hygiene services, such as sedation free ultrasonic teeth cleaning, nail filing, ear cleaning and paw pad trimming.
Everything we do has your Little Wolf's Health and welfare at front of mind.





Little Wolf Deli Taste Testing

Wednesday 2 December 5pm - 6pm, we'll be joining forces with Ziwi Peak and Taste of the Wild, to create a Little Wolf Deli Tasting. Dinner will be on us, so mark your calendar and come by to experience how our Little Wolf Deli range works together to elevate your little wolf's dining experience.

Little Wolf Deli aims to make fussy eating, and loose stools, a thing of the past. While adding mental stimulation to the menu.



Let's Talk Food

Little Wolf Deli Meal Range

After months of promising, it's finally here. My beef recipe is now available in store!

Canine Nutrition began for me when I lost my Little Wolf, Monster, to cancer in 2021, she was only 10. I was devastated. For Monster's whole life I blindly trusted commercial dog food, not thinking of the ingredients it contained, and the effect it had on her overall health and even her behaviour. I vowed to learn and be better equipped in this space, so I enrolled in a Diploma of Small Animal Nutrition. This took me over 2 years to complete due to growing the business, but I got there. When I was studying chemistry at Newcastle Uni, I took every nutrition elective I could. Would you believe there are more similarities than differences in the human and canine dietary needs? Don't tell your vet I told you 🤫

My original recipe is perfect for all ages and is a gentle formulation for sensitive tummies. Unlike most brands I do not aim to create a balanced meal in every bowl. I aim to create balanced nutrition over a month window, using natural ingredients, rather than synthetic vitamins and minerals. This also reduces the opportunity for dogs to become fussy and disengage from food.

It all begins with the slow cooked base recipe, then you add dehydrated offal, natural probiotics, like sauerkraut or greek yoghurt, additional textural toppers and a little kibble. A lot of the foods we eat our dogs can eat, I'm here to make feeding simple and share what I know so you can be more aware of how to meet your little wolf's nutritional and behaviour needs. All while being kind to your budget 😉

Next year I will be introducing more sustainable, novel protein options, each with their own unique formualtion to continue adding diversity to your little wolf's diet.

12 Days of Christmas

Keep an eye on Instagram and Facebook!

From the 1st December we will be giving a daily unique offer on our great range of products and services.

Check your socials to see the day's offer.
Not in that day?
Give the Aunties a call and they'll take care of everything for you.

BEHAVIOUR

New Canine Coaching Program

At Little Urban Wolves we pride ourselves on going that step further to help build confident balanced dogs, that are able to assess situations and make sound decisions for themselves. As a learning centre, we do have dogs that need a little more support to ensure they're safe and able to meet the requirements of dogs that attend our centre. To help provide the one on one support these dogs need, we're introducing a new Canine Coach program.

Canine Coaching will involve owner's and their dogs. Dogs will receive the extra support they need to develop the skills they are lacking. Owners will also be enrolled in 3 x private sessions with Ashka to ensure consistency and understanding is also carried out at home.

At launch, school coaching will attract a fee of $25 per day, the three private sessions will be at a discounted rate of $480 inclusive. We're working to make this program affordable for families, while ensuring dogs are making progress in their learning and development.

Any families we have shortlisted will receive an email before our final day of school for the year, to allow time to arrange sessions in the new year. Our ultimate goal is to ensure all dogs have the space and freedom to enjoy their days at school.



More classes offered

From February we will be offering regular classes on the topics we discuss the most with clients:

- Raising puppies with a holistic philosophy
- Surviving Adolescence
- Mastering loose lead walks
- Understanding reactivity in dogs
- Support calm expression in dogs
- Canine body language and communication

Courses will be available to book via Pet Boost mid January. Groups will be kept small so everyone gets the most out of their sessions. Private sessions are always available as well.

WELLNESS

Introducing Canine Massage

Earlier this year Auntie Holly became a qualified Canine Remedial Massage Therapist. Since completing her studies, Holly has been developing her skills on dogs in our daycare groups.

In January, Holly will be holding regular clinics on a Saturday morning. Clinics will be held once a month to begin, and she'll grow her availability from there. I sat down with Holly to get more insight into how massage therapy can support our little wolves.



Who is canine massage for?

All dogs benefit from canine massage therapy. Dogs carry quite a bit of tension, much like us.
Canine massage is useful in supporting rehabilitation following surgery.
It's also beneficial in treating a range of different pathologies conservatively.
Dogs who struggle behavioural issues also benefit greatly from massage, as it helps release tension and stress within the body.

How can it help?

Depending on the case, massage can help in a range of different ways from aiding mobility, coordination, to loosening muscle tension and strengthening joints. Canine massage has so many benefits that can be used in a multitude of situations.

Why did you study massage?

I want to help dogs be able to reach their full potential and live long, happy, and comfortable, lives. I get to see the difference it makes to our dogs at daycare and it excites me to think I can offer this support on a broader scale.

How do you feel about what you do?

I'm very fortunate to do what I do, helping animals has always been a big focus in life for me. I'm so grateful to be able to improve the quality of life for dogs, they are our greatest ally. It truly is a dream come true.

Holly's foundation pricing:

Initial consultation - 90 minutes	**$95**
Follow up session - 60 minutes	**$80**
Stress relief & relaxation - 45 minutes	**$60**

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