Murdoch
UNIVERSITY

**Murdoch University Veterinary Trust**
School of Veterinary and Biomedical Sciences

www.murdoch.edu.au

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Veterinary Trust Office
90 South Street, Murdoch
Western Australia 6150
Telephone: +61 8 9360 2731
Facsimile: +61 8 9360 7283
vettrust@murdoch.edu.au
www.veterinarytrust.murdoch.edu.au

*International Excellence in Veterinary Science*

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E: [redacted]

Dear [redacted]

**RE: Web Seminar – September 2013**

Murdoch University has a track record of excellence in providing continuing education to regional Western Australia for over seven years. In recent years this distance has been expanded to Singapore and Hong Kong and we are now poised to expand even further into the Asian market.

In our recent partnership, Murdoch University and Hill's Pet Nutrition had the unique opportunity to be the first internationally recognised collaboration to offer high-quality, topically relevant, distance learning in companion animal medicine and surgery in the growing pet care markets of Asia. Murdoch University greatly appreciated Hill's Pet Nutrition's support in the establishment and ultimate success of this program.

While this partnership contract concluded last year, we are pleased to continue our relationship in providing quality continuing education and confirm Dr Peter Irwin as the keynote speaker for the Hill's Pet Nutrition Web Seminar scheduled for Thursday 13th September.

**Event Details**
This 1 hour online opportunity will cover:

- Clinical markers of liver disease
- Interpretation of blood test results for liver disease
- Treatment and nutritional management of inflammatory liver disease
- Case examples

and will be promoted by Hill's to veterinarian's in China, Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Taiwan, India, Thailand and Korea.

**Partnership Opportunities and Acknowledgement**
We are pleased to partner with Hill's Pet Nutrition to support this web seminar and continuing education for veterinarians.

Hill's Pet Nutrition is covering the costs of organising and delivering this web-seminar.

Murdoch University will provide:

- Dr Peter Irwin confirmed as keynote speaker

The following additional promotional benefits are also available if Hill's Pet Nutrition should consider them of assistance:

- If, Murdoch University can promote the web seminar to Australian veterinarians
- Opportunity for Hill's to provide promotional electronic material to be distributed to Australian veterinarians that the web-seminar is promoted to
- Acknowledgement on promotional material
- Acknowledgement on Sponsor page of Continuing Education website

**Sponsorship Investment**
The sponsorship investment for utilising Associate Professor Peter Irwin for this web seminar is $750.

I enclose an invoice for this amount for your attention.

**Future Partnership**
Working in partnership, Murdoch and Hill's Pet Nutrition have an opportunity to develop a series of web seminars on a range of topics and support expansion into key Asian-Pacific markets.

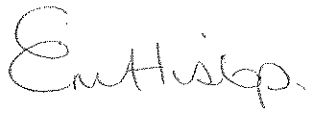
Following a shared history of highly successful partnerships with both Hill's Asia Pacific and Hill's Australia, we would welcome the opportunity to explore the future collaborations that you discussed with Professor Rick Read and Peter Irwin at the WSAVA Conference in Korea last year. While Murdoch is able to provide continuing education globally using its current expertise and technology, we feel it is important to consider the following issues:

- What areas and topics are of greatest interest?
- What is the current level of veterinary knowledge in each specific Asian market?
- Do we need to tailor the level of presentation to various countries?
- What level of continuing education is required?
- What countries is it appropriate to deliver this education in English or is translation needed?

With Hill's Pet Nutrition's network of representatives and clients, we believe we can bring high quality relevant and regular online continuing education to your existing and potential clients, build on our past partnership successes and ensure continued accomplishments and an ongoing partnership providing mutual benefit.

Either Dr Peter Irwin or I would welcome the opportunity to discuss the opportunities of a continued Hill's – Murdoch partnership further.

Kind regards



Ellaine Hislop
Executive Officer
Veterinary Trust