



2001 GOLD RHINO WINNER Dubbo Veterinary Hospital and Macquarie Artificial Breeders



DUBBO
VETERINARY
HOSPITAL

Dubbo's central location is what makes it such a great place to do business, according to Dubbo Veterinary Hospital & Macquarie Artificial Breeders principle Dr Mark Carter.

"It's the centre of NSW," he said. "Dealing with the people of Dubbo and the Orana Region every day is one of things I enjoy most about the practice."

Dubbo Veterinary Hospital was established more than 60 years ago, winning a Dubbo Chamber of Commerce & Industry Gold Rhino in 2001.

Founded in the 1950s by Dr Allan Larsen as a mixed veterinary hospital, in 1981 Dr Gordon Bentley and Dr Greg McCann took over the reins and introduced a new service – Macquarie Artificial Breeders – which became a pioneer in delivering reproductive technologies, particularly to the sheep industry.

In 2010, Dr Carter took over the roles of principle of both Dubbo Veterinary Hospital and Macquarie Artificial Breeders. He grew up on a wool and beef property near Barraba in Northern NSW. Being heavily involved with helping his parents with the animals on the farm inspired him to choose studying Veterinary Science at Sydney University.

"I came to work at the Dubbo practice as a new university graduate because it gave me both professional and personal opportunities to work with animals and live in a regional community," Dr Carter said.

"As time progressed, I loved working in the business and living in Dubbo so much that it became a natural progression to take the reins."

Today, the Macquarie Street business employs nine staff, with a further two veterinary nurses on work placement. Whilst located in Dubbo, services extend across the globe.

"Veterinary services are not only essential for the health and wellbeing of people's pets, but our services to agriculture are also utilised not only in Dubbo and the Orana Region but right across NSW and even internationally to help feed the people of the world," Dr Carter said.



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He said one of the business's secrets to success were its staff.

"Considering your work colleagues and employees as being part of a big family is critical to success in business," he said.

"It enables us to deliver high vet standards as well as striving to do what's best for our customers, their pets and their livestock. All our staff and leading veterinarians are all passionate about pets and are avid animal lovers."

Dr Carter said the best advice he has ever been given was "if something is not working, try something different." "That's why we are always looking at new ways to deliver vet science to people and their animals," he said.

"We have imported sheep embryos into Australia, established a new breed and then exported embryos and helped to establish a new breed in other countries as well."

Dr Carter passes on the following advice to anyone considering moving to Dubbo to start a new business: "Being an inland City, Dubbo has needs, challenges and opportunities that are not always the same as the coastal cities the same size."

He said being an award-winning business owner has been a continual learning process.

"The one thing I've learnt above all is that if you treat your customers as people, you can then work together to overcome great challenges," he said.