



**TAKE THE LEAD**



## Shine a light

Be proud of your journey - Let your behaviour and experiences guide and inspire others.

## Support diversity

All people. All codes. All breeds. Respect and celebrate our differences.

## Give newcomers a helping hand

Welcome them into our community. Guide and support their journey.

## Promote individual potential

Be a cheerleader for others. Encourage their growth and success.

## Be positive and kind

Be kind in your interactions with others. Set an example with your treatment of your dogs.

## Be a champion of good behaviour

Your behaviour has an impact - in person and online. Call out bad behaviour whenever you see it.

