

Border Collies and Kelpies face-off in the latest
season of the ABC's smash hit series

Muster Dogs

Collies & Kelpies



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Featuring a cast of unique characters and adorable puppies, the warm and engaging *Muster Dogs* illuminates a life of resilience – resilience of landscape, community, industry and of personal fortitude, as farmers bond and work with the dogs who are always by their side. With a firm focus on healthy competition, personal growth and working hard to achieve success, the series continues to foster emotional connections with audiences.

The first two series of the hit competition show successfully illustrated that over 12 months – with support, dedication and commitment – it is possible to train both Kelpies and Border Collies with quality bloodlines to become effective working dogs.

Season 3 of the much-loved series reframes its focus – this new series seeks to better understand the two dog breeds, and how each works best with different stock and under varying environmental and other conditions. It also examines the attributes of each breed against their potential owner's personalities, lifestyles and capacity to care, stimulate and give their dogs their best lives.

Three Kelpie pups and three Border Collie pups are chosen and placed with six passionate handlers and reputable experts to directly compare the similarities and differences between the breeds and working styles.

All the pups and handlers reunite for the series finale, where, ultimately, one dog will have shown the aptitude, skill and personality to rise to the top and become Champion Muster Dog.

Ambience Entertainment

6 x 60'

Format Available



Seizing something special

Muster Dogs strikes a rare and winning balance; it's a show that is both entertaining and deeply insightful.

While the internet thrives on cute puppy videos, *Muster Dogs* offers audiences something far richer – an engaging, multi-generational viewing experience that provides a welcome escape from daily life.

While it does indeed star many adorable puppies, at its heart the series offers city and suburban audiences a rare window into rural life, introducing an endearing cast of graziers and illuminating the remarkable bond they share with their working dogs.

Watching these eager pups transform into skilled muster dogs is both heart-warming and educational – especially for those of us who can't even get our own dogs to sit, let alone round up cattle.

With its authenticity, breath-taking cinematography and exemplary casting, *Muster Dogs* is a celebration of Australia's working heritage, bringing people of all backgrounds together through a shared love of animals, resilience, and the beauty of the land.



Episodes

Episode 1

Six adorable puppies – three Collies and three Kelpies – embark on a journey to meet their new owners and compete for the title, Champion Muster Dog. Over twelve months, they navigate challenges and milestones as experts evaluate breed differences, training techniques and suitability.

Episode 2

As the puppies settle into their new homes and the five-month assessment approaches, the six handlers find themselves struggling to navigate personal challenges and training hurdles as they strive to train the Champion Muster Dog.

Episode 3

In a high-stakes showdown between Team Collie and Team Kelpie, our six participants and their pups step through the five-month assessment tasks. They each grapple with training challenges and personal bonds, as surprises unfold.

Episode 4

At the eight-month mark, handlers and their pups must transition from playful puppies to skilled working dogs under increasing pressure. With mixed results in the assessment, the competition between Team Collie and Team Kelpie intensifies as the final challenge approaches.

Episode 5

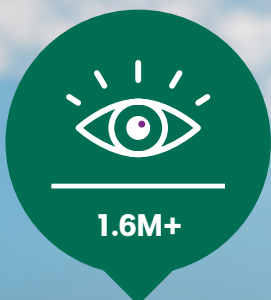
Mentors Mick Hudson and Neil McDonald evaluate Team Collie and Team Kelpie during their ten-month assessments, providing crucial guidance and training to enhance their performance. With just two months remaining, the competition intensifies as everyone strives to perfect their skills for the final assessment.

Episode 6

With the 12-month experiment now complete, the Australian Border Collie and Kelpie siblings reunite for the first time to face their final challenge. It's neck and neck but one dog shines brighter than the pack and is crowned Champion Muster Dog.



Ratings and Audience Engagement



PREMIERE EPISODE EXCEEDING
1.6M COMPLETE AUDIENCE



AVERAGE TOTAL AUDIENCE
ACROSS THE SERIES 1.2M+



FIRST RANKING BROADCAST AND
BVOD PROGRAM FOR THE ABC
NETWORK YTD (COMPLETE AUDIENCE)



TOP 10 FOR TOTAL PEOPLE
IN TIMESLOT ACROSS SERIES



Media Highlights

'You could say the internet has been built off the back of cute puppy videos – so a reality TV show following the journey of five working dogs on farms across Australia is a recipe for success. But the acclaim of ABC series *Muster Dogs* goes far beyond just being cute – although there's enough puppy sweetness to satisfy even the most rabid of dog lovers. Much of the appeal of the show comes from the fascinating training process; considering many of us struggle to kick our dogs out of our beds, it's enthralling to watch puppies learn how to round up sheep, cattle, even feral goats.'

– **The Guardian**

'Much of the excitement of the show comes from the reality format. Each dog must be trained within 12 months, with several stages of training that must be met at certain intervals over the year. It has a similar appeal to shows like *Physical 100* or *Squid Game: The Challenge*, but much cuter.'

– **The Guardian**

'A heartwarming hit... gives city and suburban folk a glimpse into rural life in Australia.'

– **The Sydney Morning Herald**



Social Highlights

‘A delightful Aussie program. The people, pups and locations make terrific viewing 🐾🐾🐾’

– **Kazzacam**

‘Best show , looking forward to next series, get so attached to all of the dogs 🐾🐾🐾🐾’

– **Fezzlyn**

‘Love this show, high quality production with all the right ingredients – great characters both human and canine!’

– **Clare Hickey Howlett**

‘Thanks for making series 3 a pleasure to watch!’

– **Belinda Buckley**

‘It’s the only reality show I watch on TV nowadays 😍’

– **Minonbrenener**

‘From the UK and have enjoyed watching a couple of episodes while on holiday in Australia. Great programme and I am hoping I can follow it when home.’

– **Lynette Clements**

‘Crying from Canada!!!!’

– **Jfoz**

‘When will S3 be in NZ @netflix?????’

– **jennie_coker**



JACK OF ALL TRADES

Jack Kennedy, 30
Dunkeld, Victoria

Passionate, Inquisitive, Charismatic
Dog: Pesto

Jack is a true Dunkeld local with deep roots in the community. As the son of a shearer, Jack has inherited a strong work ethic and a love for the land. Currently operating as the farm manager for the Dunkeld Pastoral Company, Jack oversees a vast property spanning 3,000 acres, home to 7,000 merino sheep and 150 cows.

Driven by curiosity and a thirst for knowledge, Jack is always seeking to expand his skills and interests. Despite his demanding schedule, he remains engaged in both personal hobbies and the community. Jack is the President of the “Tough Guy Book Club” Hamilton chapter, a monthly gathering that brings together men from across the region who often live and work in isolation with the aim to get them to “read more, talk more and have more friends”.

When he’s not tending to his responsibilities on the farm, Jack can be found on the football field, where he proudly represents the local club the Glenthompson-Dunkeld Rams.

Recently Jack and his wife Niki expanded their family with the arrival of their daughter, Mara. Jack is also very passionate about dogs and currently shares his home with 11 black and tan kelpies and their pet whippet, Bagel. Having trained several dogs in the past, Jack is excited to welcome another new addition to the family — Pesto! With aspirations to transform Pesto into the Champion Muster Dog in just 12 months, Jack is juggling a multitude of responsibilities as he embarks on this training journey. Jack knows that he has the skills and perseverance to turn Pesto into a winner and if you ask anyone in Dunkeld, they’ll tell you; if anyone can, it’s Jack!

ANIMAL & NATURE LOVER

Renee Spencer, 25

Central Highlands, Queensland

Vibrant, Devoted, Intelligent

Dog: Pockets

At the age of 25, Renee is passionate about nature, animals, and sustainable farming practices. She grew up on her family-run cattle property in the Central Highlands, Queensland, where they focus on organic, grass-fed cattle farming, employing time-controlled grazing methods.

Despite venturing away from the land to pursue a Bachelor of Arts degree and teaching in Brisbane, Renee realised that her true calling lies in agriculture, leading her back to the family farm. She's now actively involved in the daily operations of the property, where her four working Kelpies play a crucial role in moving and handling their livestock.

A passionate and dedicated person, Renee wants to make a meaningful impact. She has a strong desire to educate others about agriculture, livestock handling and the potential of working dogs. Her approach will be to train her pup on-the-go, ensuring it develops the necessary skills to meet the demands of their family's property and tackle each milestone challenge.



A NEW HOPE

Blythe Calnan 39

Uduc, Western Australia

Positive, Strong, Bubbly

Dog: Banksi



Blythe is a first-generation farmer, purchasing her 450 acre former dairy farming land five years ago. The decision was driven by Blythe's prior experience working on the property, where she initiated the regenerative process that has become her farming ethos. When the opportunity arose to purchase the land, Blythe jumped at the chance to become a full-time farmer, despite the financial burden incurred.

As a respected and sought after regenerative farmer, Blythe's entire philosophy centres on restoring soil health, optimising water systems and mineral cycling and minimising reliance on chemicals and artificial inputs.

She authentically walks the talk and is passionate about sharing the benefits and principles of regenerative agriculture with others.

Known for her positivity and sense of humour, Blythe's greatest challenge will be finding the time to train the Champion Muster Dog. Balancing the demands of the property, implementing the foundational systems that underpin her beliefs, expanding her business, navigating debt and training a new pup will undoubtedly test Blythe's resilience.

TOUGH LADY ON TOUGH COUNTRY

Marlene Brewer, 60

Bingara, New South Wales

Authentic, Resilient, Knowledgeable

Dog: Hudson

With over three decades of dedicated work on the farm, Marlene, now 60, embodies a wealth of knowledge and experience. Her journey began at the young age of 24 when she purchased her first block of land in Bingara, New South Wales.

Life on the land presented significant challenges, leaving Marlene with the daunting task of handling all farm operations entirely by herself. With a son to raise and a farm to manage, Marlene took on every challenge, embracing the role of boss and being the driving force behind the farm's future. Building the farm into a legacy for her son became Marlene's mission, compelling her to learn every facet of farm management and succession planning.

From mastering horseback riding to cultivating her expertise with working dogs, Marlene committed herself wholeheartedly. Always eager to take on new challenges, she has recently started testing her abilities in dog trialling. Marlene sees every opportunity as a chance to improve and refine her craft, turning each new experience into an investment in the farm's future. Her journey has been marked by significant trials, yet each challenge only deepened her commitment to the land.

Today, Marlene's dedication goes beyond her own farm; she's driven by a desire to empower younger women in the industry, hoping her story will inspire others to step confidently into roles of leadership. While she lacks formal training in dog handling, Marlene's experience and deep connection to the land position her uniquely to train the Champion Muster Dog.



STRIVING FOR SUCCESS

Kim Dodson, 45
Kaniva, Victoria

Shy, Resilient, Motherly
Dog: Banjo

Farmer and mother, Kim Dodson lives and manages a 6,000-acre property in Kaniva, Victoria with her husband and two sons. Their bustling family life is filled with activity, with both sons at an age where they engage in a lot of extracurricular activities. Balancing the demands of daily farm chores with their children's commitments presents Kim with many challenges.

With a shy and reserved nature, Kim's passion for farming shines, particularly in her deep bond with her working dogs. Her dogs not only play a pivotal role in farm operations but are a source of mental support and companionship. Kim cherishes moments spent with her children, actively involving them in farm activities and nurturing their connection to the land in the hope that they will one day inherit the family legacy.

However, the difficult decision to send her eldest son to boarding school weighs heavily on her heart as she strives to provide him with the best opportunities for the future.

With a wealth of experience in dog training and a diverse pack of dogs on her property, Kim's approach to training is adaptable, as she believes each dog is unique and may respond differently to various training methods. Kim is excited to welcome a new pup into the family. The biggest challenge she faces is managing an already busy household and property with finding the time to commit to the new pup.

WISE BEYOND HIS YEARS

Nathan Obst, 17

Kingaroy, Queensland

Confident, Motivated, Wise
Dog: Chief



At the young age of 17, Nathan is incredibly wise and has a great sense of self, his goals and where he sees the future of the agriculture industry going. Raised on his family's 750-acre property in Kingaroy, Queensland which his parents purchased from his grandparents, Nathan has been immersed in farming from a young age.

Confident and motivated, Nathan is in his final year of high school and is excited to complete his final exams so he can dedicate his time to the farm, his true passion. School has never been his top priority, as such the school holidays are his favourite time of year, where he can be outside with his dogs working on the land.

Nathan is an experienced and knowledgeable dog trainer for his age, having participated in several Neil McDonald schools and benefited from the wisdom of his grandfather 'Poppy'. Nathan's biggest challenge will be managing his school workload and family expectations while training a puppy. Nathan says, "Mum and Dad have always told me to try my best. Even though school wasn't for me, I still tried my hardest."

With a pack of Kelpie dogs, Nathan is excited to take on the challenge of training a Border Collie. He's eager to explore the unique traits of this breed and expand his knowledge and skills in dog training.

Our Puppies

Kelpies



PESTO

Spirited and Spontaneous

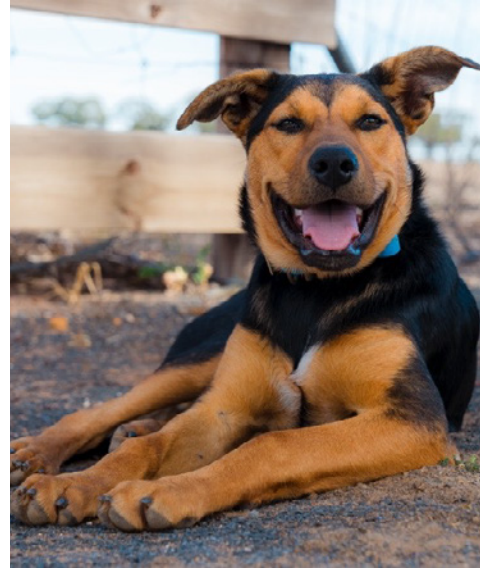
Pesto is the red and tan Kelpie female pup who is partnered with Jack. She is a hyper and spontaneous pup that switches on when she sees stock.



BANKSI

The Strong Willed

Banksi is the red and tan Kelpie male pup who is partnered with Blythe. He has an incredible instinct and strong desire to work stock. He is bold and often running his own race, so needs a firm and experienced hand to pull him into line and guide him.



BANJO

The Clown

Banjo is the black and tan Kelpie male pup who is partnered with Kim. He is a charismatic pup with a big personality. He is goofy but has a strong desire to work.

Border Collies



POCKETS

The Lover

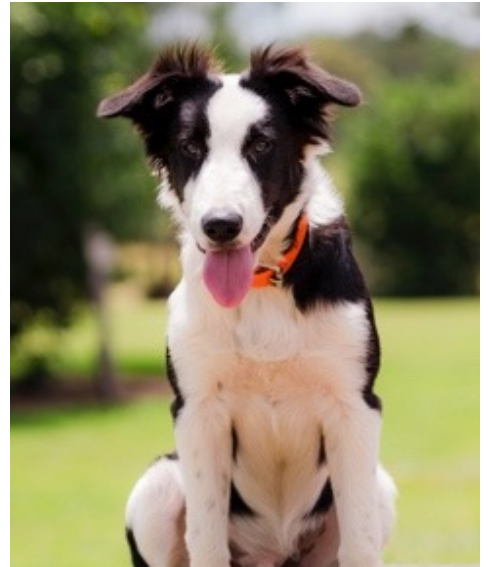
Pockets is the black and white Border Collie female partnered with Renee. She is a sweet and loveable pup that has struck a soft chord with Renee.



HUDSON

Headstrong

Hudson is the black and white Border Collie male who is partnered with Marlene. He is a strong and independent pup that needs a strong hand to reign him in and keep him on track.



CHIEF

The Hipster

Chief is the black and white Border Collie male who is partnered with Nathan. He is a gorgeous pup that is very trainable. He is carefree and him and Nathan have developed a real bromance.

Presenter

LISA MILLER



Lisa Millar is the former long-time co-host of ABC News Breakfast and a regular guest presenter on the ABC's popular *Back Roads* program. She's also the voice of the smash hit show, *Muster Dogs*. Lisa was an ABC Foreign Correspondent for 12 years in the US and Europe before returning to Australia in 2018.

She grew up in country Queensland, and is part of a still expanding family. Her childhood in the small town of Killivan features in her best-selling memoir *Daring To Fly*.

In 2024 Lisa released a companion book to *Muster Dogs From Pups to Pros: How ten dogs stole hearts and changed lives forever*. The book takes you behind the scenes to meet the cast, crew and the star dogs themselves. She looks at how the show began and why it resonated with audiences, as well as the impact on her own life.

Production Company

Ambience Entertainment

Founded in 1989, Ambience Entertainment is one of Australia's most experienced and trusted independent film and television production companies, specialising in feature films, television dramas, comedies and game shows, factual entertainment and children's live action.

Throughout their 33-year history Ambience Entertainment has produced a diverse range of original and creative content, from award winning adaptations such as *Tomorrow When the War Began* to the creative and stimulating experience of *Imagination Train*. The highly experienced team create, finance, produce and distribute entertainment content that is cutting edge and of the highest quality.

This reputation, along with many nominations and numerous awards, has earned Ambience Entertainment recognition as an industry leader.

Most recently, Ambience Entertainment has produced, *Muster Dogs*, *Muster Dogs Where Are They Now*, *The Garden Hustle*, *Barrumbi Kids*, *Drop Dead Weird* and *Random & Whacky* for local and international audiences. As one of Australia's fastest growing production companies, Ambience Entertainment has broadcast content on every major network.



Creatives

PRODUCER AND DIRECTOR

Monica O'Brien

Monica O'Brien is an experienced creator and showrunner across factual entertainment, drama, and children's TV. At Ambience Entertainment, she has worked on *Magical Tales*, *Drop Dead Weird*, *Muster Dogs*, *Barrumbi Kids*, and *The Garden Hustle*. She has extensive experience in financing and developing Australian productions and previously worked at the Film Finance Corporation and Spinifex Interactive.

PRODUCER

Michael Boughen

Michael Boughen has over 30 years of experience as an actor, writer, and producer across the UK, Canada, New Zealand, and Australia. He has executive-produced numerous TV shows, including *Go Go Stop*, *Erky Perky*, and *Jay's Jungle*, and has written and produced films such as *Dying Breed*, *Tomorrow*, *When the War Began*, and *Killer Elite*. His latest productions include *Storm Boy* and *Interceptor*. Michael is currently developing several feature films and TV dramas, including *Journey to the Stone Country*.

PRODUCER

Sally Browning

Sally Browning has 25 years of experience across documentary, factual, children's TV, and drama. She has produced *Sand Roads*, *Perspective Shift*, *Project Planet*, and *Drop Dead Weird* and directed *Muster Dogs* (Series one-three). Her award-winning factual work includes *The Diplomat*, *Taking Care of Elvis*, and *The Secret Safari*. She previously served as Head of Development & Investment for Screen NSW and as an Investment Manager for Screen Australia.

CO PRODUCER AND EDITOR

John Unwin

John Unwin is a highly experienced television editor and producer who has been working in the industry for almost 20 years. As an editor, John has a particularly strong skillset in storytelling and technical ability and is proficient across a wide range of non-linear editing systems including Avid Media Composer and DaVinci Resolve. His recent work has earned him nominations in both the AACTA and SPA industry awards (with wins for two separate productions in the latter) and his reputation for quality, reliability and efficiency in the edit suite is highly regarded, as is his passion for creating and sharing Australian stories.

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