



**PRESS RELEASE
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The Perfect Pet for Apartment Living? Why More Unit Dwellers Are Choosing Birds. But Not Just Any Bird, Says Whistler!

As it celebrates 30 years of shaping Australian bird care, Whistler is spotlighting a modern truth: the best pets for apartment living might just have feathers.

Australia, JULY 2025 – No backyard? No problem. As more Australians swap quarter-acre blocks for affordable apartment living, traditional pets aren't always the perfect fit. But for thousands of unit dwellers, one type of companion is proving surprisingly ideal: the humble bird.

To mark its 30th anniversary, trusted bird care brand Whistler is celebrating the growing role birds play in urban life and reminding apartment residents that choosing the right species can make all the difference.

"We're seeing more and more people discover birds as ideal apartment pets, but it's not a one-size-fits-all decision," says Steve Adams, Managing Director at Whistler. "Some birds thrive in smaller spaces, while others need more stimulation, noise or freedom than a typical unit can offer."

With their compact size, minimal grooming needs and vibrant personalities, birds are often considered a low-maintenance option. But that perception can be misleading. Certain birds, like budgies and cockatiels, adapt well to unit life. Others, such as conures or larger parrots setup can be loud, highly active and emotionally demanding.

"For those living in smaller spaces, things like sound levels, available room and your daily routine really do matter," continues Adams. "You're not just choosing a bird. You're choosing a companion that needs to be compatible with your environment."

So, what bird suits you?

- **Small unit, no balcony:**
You'll want a quiet, independent and low-mess companion. Finches and canaries are ideal. They're beautiful to watch, easy to care for and don't require much space or handling. They prefer observing humans to perching on them, and a small indoor flight cage is usually plenty.
- **Larger apartment with outdoor area or veranda:**
Consider a more interactive species like budgerigars (budgies) or cockatiels. They're social, trainable and love engaging with people. As long as they're given time outside the cage (with supervision) and mental stimulation, they'll thrive in indoor environments.



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- **Townhouse or semi-detached home with a yard:**

If you have more space and can offer a larger cage or even an aviary set-up, then consider species like the green-cheeked conure or a quieter parrot. But only if you have the time and experience. These birds require daily interaction and enrichment – and while they're affectionate and clever, they're also louder and more demanding than smaller species.

Whistler has spent three decades supporting Australian bird lovers with expert-formulated nutrition and enrichment products made for life indoors. Their current range includes species-specific seed blends, enrichment snacks and hangable treats designed to stimulate natural behaviours – no backyard required.

The brand also works closely with avian professionals to help educate new owners on how to meet their bird's emotional and physical needs, especially in urban or high-density living.

"We often say: a bird's home should be more than a cage," says Adams. "In a smaller living space, it's about quality of care, enrichment, interaction, variety of food, not necessarily size. Birds can absolutely thrive in apartments, but only if their needs are truly understood."

As the conversation around pets and apartment living evolves, Whistler is encouraging Australians to look beyond cats and dogs. For the right household, birds can offer daily joy, surprising intelligence and a deep emotional bond.

"There's something special about sharing a small space with a creature so full of personality," Adams adds. "But that connection works best when you choose your bird with care and create a life they can flourish in."

To learn more about Whistler's 30-year legacy and explore the full range of bird feed products, visit www.whistlerbird.com.au. Throughout 2025, Whistler will mark this milestone with special giveaways, expert avian care tips, and a nostalgic celebration of Australia's birdlife on social media. Follow along at @whistlerbird on Instagram.

Before bringing a bird home, Whistler recommends checking your building's strata or body corporate rules, as requirements for keeping pets, including birds can vary by state and property.

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Media Kit: https://drive.google.com/drive/folders/1xSw5dx5l8cUktCVO6NMAJF_YT0bHig3?usp=sharing

About Whistler

Since 1995, Whistler has been dedicated to celebrating the beauty, intelligence, and joy of Australian birdlife. Originally rooted in a passion for bird care, Whistler has grown into a comprehensive brand offering products designed to meet the needs of birds both in the wild and at home. With a mission to





promote bird health and environmental stewardship, Whistler continues to nurture the connection between nature and bird enthusiasts.

Whistler's diverse product range includes:

- **Blocks:** Long-lasting, healthy entertainment treats for birds.
- **Freeze-Dried Treats:** Packed with nutrients and carefully preserved for optimal nutrition.
- **Hang Pods:** Stimulating and fun, these natural pods provide both food and enrichment.
- **Health Bars:** Nutrient-rich bars that keep birds healthy and engaged.
- **Millet Sprays:** An all-natural favourite that encourages birds to forage and explore.
- **Perchers:** Interactive treats designed to engage birds while they perch and play.
- **Seed Blends:** Carefully formulated mixes that provide a balanced diet.
- **Treat Mixes:** Specialty blends of premium ingredients to enhance daily feeding.

Proudly part of the FibreCycle family, Whistler shares a commitment to sustainable practices and environmental responsibility. Operating from regional Queensland, Whistler aligns with FibreCycle's ethos of creating high-quality, eco-friendly products that benefit both animals and the planet. Their dedication to birds goes beyond nutrition, focusing on enrichment, engagement, and conservation efforts that ensure every bird can thrive.

From native wildlife to beloved pets, Whistler supports the vibrant songs and personalities that birds bring to our lives. Every chirp, flutter, and melody reminds us of the freedom and beauty that Whistler strives to protect. With Whistler, caring for birds becomes more than just a hobby—it becomes a way to connect with nature and make a lasting impact.

www.whistlerbird.com.au