

Dr Sam Hurley and Jemma McLean

Co-founders • Avian Empire

Dr Sam Hurley, BVSc

Dr Sam Hurley is an avian veterinarian and co-founder of Avian Empire, New Zealand's leading avian telemedicine and bird health service. Sam works extensively with companion birds, backyard poultry, wildlife rehabilitators, and commercial poultry operations throughout New Zealand. His areas of interest include avian medicine, poultry health, disease surveillance, biosecurity, and improving access to veterinary care for birds. Sam is passionate about education and regularly provides training and support to bird owners, rehabilitators, veterinary professionals, and industry groups across the country.

Jemma McLean

Jemma McLean is an avian rehabilitation and bird health consultant, and co-founder of Avian Empire. She works extensively with companion birds, backyard poultry, wildlife rehabilitators, and bird owners throughout New Zealand. With a background in design, Jemma has been instrumental in creating and growing the Avian Empire brand while developing educational resources that make bird health information more accessible and practical. She is highly community-focused and is passionate about supporting bird owners, wildlife rehabilitation, conservation, public education, and improving bird health knowledge within the wider community.