

1 THE SOCIETY

1.1 About the Society

“The Australian Stock Horse is a fine working and performance animal, renowned for its toughness, endurance, resilience and strength. It also has a cat-like speed and agility, giving the horse a cosmopolitan blend of attributes which have produced the world’s best at work and play.”

The Society was established in 1971 in Scone New South Wales, which promotes itself as ‘The Horse Capital of Australia’. Today the Society is one of the largest of the 70 individual horse breed associations in Australia.

- *Growing membership in excess of 9,500 individuals*
- *In excess of 175,000 registered horses*

The Vision

The Australian Stock Horse Society wants the Australian Stock Horse to have the highest profile of any breed of horse in Australia with worldwide recognition.

The Aims

- To preserve the heritage and identity of the Australian Stock Horse.
- To promote the development and popularity of Australian Stock Horses throughout Australia and the world.
- To maximise the benefits of owning a Registered Australian Stock Horse and being a Member of The Australian Stock Horse Society.

The Mission

To maintain the heritage, to promote the bloodlines and high performance of the Australian Stock Horse among equestrian activities and the general public.

The Society was set-up with a particular structure to ensure that the aims could be achieved at a Local, State and National level. Branches were established to conduct competitions and activities in their local area in line with the policy of the Board of Directors. Management Councils undertake a similar task within their area of influence. The Board of Directors set the overall direction of the Society and set goals to be achieved in particular time frames. For a graphic representation of this hierarchy please see the following page.

1.2 Why Belong to the Society?

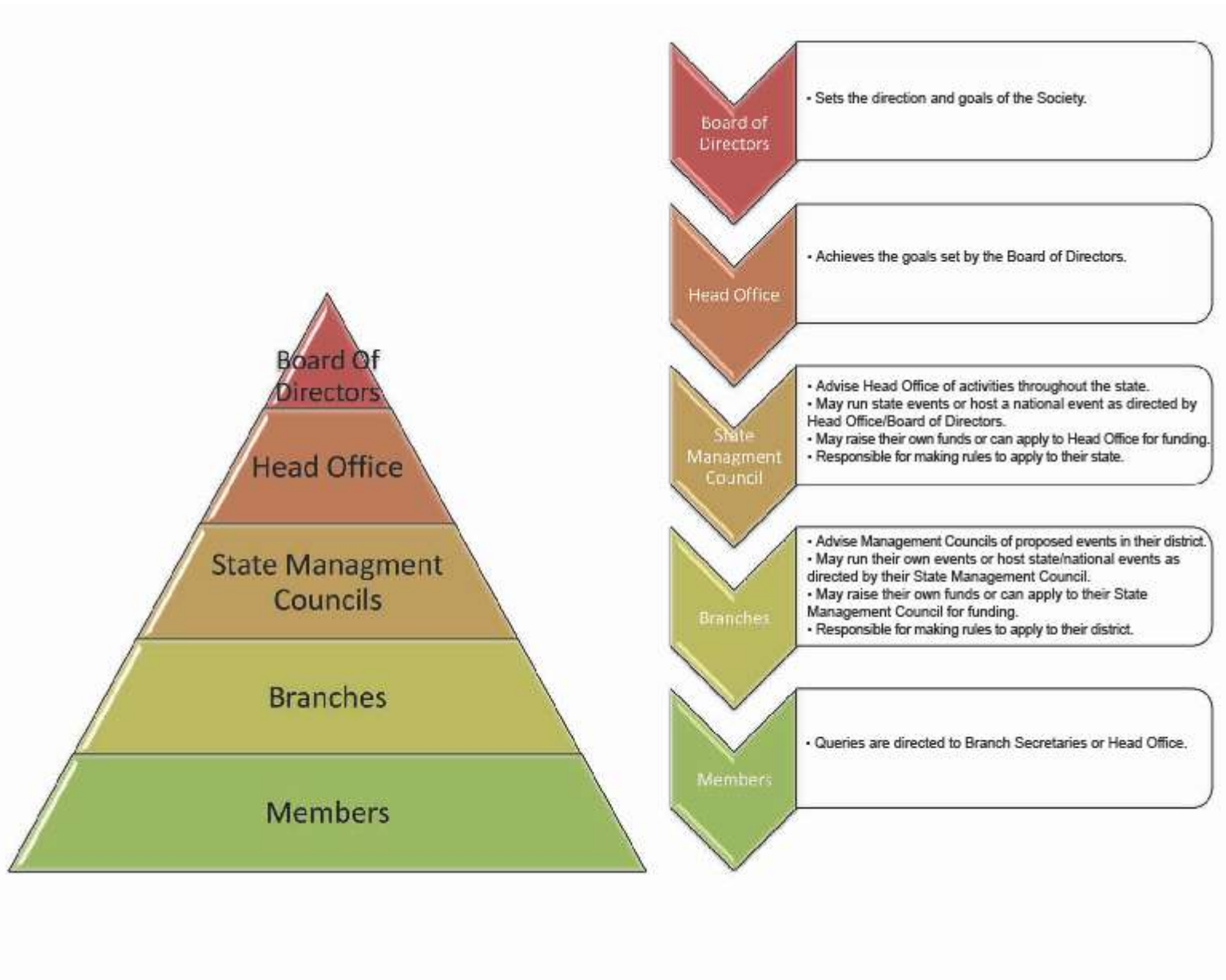
Affiliation with the larger parent body offers Branches benefits in terms of continued growth and development with the backing of a larger organisation.

Advantages of affiliation are:

- **Opportunity** to participate at state and national level
- **Pathways** for advancement in coaching, administration, officiating etc
- **Cost Savings** for the Branch
- **Knowledge**, skills and experience passed on by the more senior body

1.2.1 History

A brief history of The Australian Stock Horse Society is available on the Society website www.ashs.com.au. This could be used for background when putting together promotional material, any additional details required may be requested from Head Office.

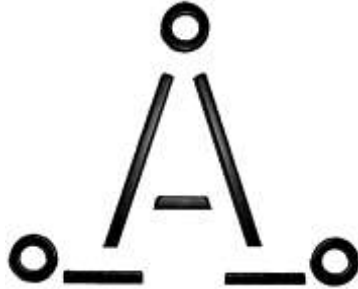


Society Hierarchy

Printed with thanks to Paula Garrard

1.3 Society Brandmark

In **2005**, a Society brandmark was introduced that consolidates and modernises the trusted image of The Australian Stock Horse Society, both as an organisation and as a brand. Central to the updated corporate image is the A brand which was originally designed in **1971**.



1.3.1 Society Emblem

By **2005** there were a number of images and emblems used to represent the Society. There was a need to pull them all together into a single, strong and recognisable identity. At this time the Society adopted its current logo, incorporating the A brand. The logo positions the Society as a progressive organisation but with strong values built over thirty-five years of hard work. This is the logo that should be used by Branches for all promotional materials. Copies can be obtained on request from Head Office.



1.4 Society Flag

The Society Flag was first commissioned in **1977**; over the years many variations of the flag appeared. In **2006**, the Board of Directors approved the official flag below. The Board provided a new flag for all Branches and Management Councils of the Society to commemorate the 35th Anniversary of the Society in **2006**.

This is the flag, which should be used at all Branch activities.



1.5 Resources Available from Head Office

Head Office is able to provide direction and resources for your Branch events and activities. Information is available on all aspects of Membership of the Society as well as information on helping run events.

Equipment for Hire

Please ensure you book equipment well in advance of your event. Place a booking with the Sports Department who will be able to advise you of the fees and any conditions applicable. Equipment must be collected and returned by the Branch; return will be expected within one month unless prior arrangements are made with Head Office.

Equipment available for hire from Head Office includes:

- Bunting
- Team Yarding Collars
- Risk Management Signs and Banners
- Breast Plate Numbers
- Official Vests
- Official Tents
- Electric Timers

Merchandise

Head Office maintains an excellent selection of ASHS Merchandise and items relevant to the Society. Please contact Head Office to obtain a copy of the current Branch Price List. The Branch Price List outlines the cost of merchandise and the retail price at which Branch and Management Councils can sell the merchandise.

Risk Management

Refer to Section 8 Risk Management and Legal Compliance. Further information about Risk Management is available on request from Head Office. Please contact the Sports Department for more information.

Additional Resources

The Society also provides the following to Branches and Management Councils, as long as the materials required under the Licensing Agreement with the Society have been provided (**Refer to Section 4.6.2 What to send to Head Office annually**):

Branches

- ✓ Complete Insurance cover for ASHS approved activity at Branch level, upon submission of Site Inspection Checklists and Event Notification forms (excluding personal accident cover)
- ✓ Cattle Insurance for ASHS approved events (fees outlined on the form)
- ✓ Annual Branch reimbursement (\$100 plus \$2 per Financial ASHS Member in that Branch for the previous year)
- ✓ 10 Green and gold sashes each year on application
- ✓ Discount on merchandise and gift vouchers from Head Office
- ✓ 2 x ¼ page full colour advertisements in the ASH Journal each year at no cost to the Branch
- ✓ Discounted advertising and editorial to Branch sponsors (conditions apply)
- ✓ Use of Society Name and Trademarks
- ✓ 2 lists of Branch Members annually free of charge. Additional lists may be requested in writing with an administration fee of \$50. These lists are confidential and should not be distributed.

Note: Forms referred to above are available on the website www.ashs.com.au and copies correct at publication are available in this document under **Insurance Templates Section 8.7**

Management Councils

- ✓ Complete Insurance cover for ASHS approved activity at Management Council level, upon submission of Site Inspection Checklist and Event Notification forms (excluding personal accident cover)
- ✓ Cattle Insurance for ASHS approved events (fees outlined on the form)
- ✓ Annual reimbursement (\$300 plus \$10 per active ASHS Branch in their area) – **See section 4.6.2 What to Send to Head Office Annually.**
- ✓ Promotional allocation – provided by the Board annually to be used for promotional purposes for large events in the area. Note: these funds are not intended for use at Branch events or local Agricultural Shows.
- ✓ 10 Green and gold sashes each year on application
- ✓ Discount on merchandise from Head Office
- ✓ 2 x ½ page full colour advertisements in the ASH Journal each year at no cost to the Management Council
- ✓ Discounted advertising and editorial to Management Council sponsors (conditions apply)
- ✓ Use of Society Name and Trademarks
- ✓ 2 lists of Branch Members within a Management Council area, annually free of charge. Additional lists may be requested in writing with an administration fee of \$50. These lists are confidential and should not be distributed.

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