

6 BRANCH ACTIVITIES AND EVENTS

6.1 Types of Events and Activities

Branches and Management Councils may only conduct the events listed in the Events Handbook. The Board of Directors must approve any other event being considered by a Branch or Management Council prior to advertising the said event. The following is a list of types of events Branches may consider hosting:

- Campdrafting
- Youth Events
- Coaching Clinics and Riding Schools
- Recreational Rides and Novelty Events
- Australian Stock Horse Classes/Events – Led, Hack, Working, Station Horse, Pleasure Hack, Time Trial, Stock Horse Challenge, Futurity, Maturity, ASHLA, Stockman's Turnout
- Station Cutting
- Team Yarding
- Show Hunter
- Dressage
- Sales

Youth Events

One of the Society's objectives is to foster and promote its youth. Branches are encouraged to conduct youth events or youth training days or camps. It is essential to arrange for the services of one of the Society's Accredited Coaches or a Coach Accredited with another organisation such as EFA. A list of the current Accredited Coaches is available on the Society's website – www.ashs.com.au. Refer to Section 7.3 **Conducting Training Schools and Youth Camps** for additional information.

There is no equestrian sport that the Australian Stock Horse will not excel at, given equal opportunity and training. The breed has many excellent proven bloodlines for various disciplines. The following is a list of types of events Branches may consider supporting through sponsorship of Australian Stock Horse prizes or ribbons:

- Agricultural Shows
- Polocrosse
- Polo
- Pony Club
- Australian Light Horse
- Endurance
- Harness/Carriage Driving
- Tentpegging
- FEI Disciplines - Dressage/Showjumping/Eventing
- Stockman's Challenges

Branches are encouraged to host or support a wide variety of disciplines and activities on their annual events calendar. This will not only help develop the riding skills of their Members but also assist the Branch in increasing its membership base.

Leisure Events and Beginner Riding Schools

The Australian Stock Horse is ideal for the leisure and beginner rider markets. Your Branch is encouraged to host events that are suitable for both of these markets. By hosting such events it can increase your Branch's membership base and create a wider marketplace for Australian Stock Horses.

Events that could be ideal for the leisure and beginner rider's market:

- Training Clinics
- Trail Rides
- Novelty or Sports Days

6.2 Event Selection

There are a number of elements to consider when deciding to run an event. These include:

- Purpose of the event – why are we conducting this event?
- Committee/Event team and other stakeholders – skills required to run the event.
- Financial considerations – will the event be financially viable?
- Venue for the event – planning implications of using a certain venue (amenities, arenas, stabling, seating, etc).
- Event competitors/participants/spectators – the needs of all participants must be considered.
- Timing of the event – it is often linked to the season such as the 'campdrafting season'. (Consider when Members will have their horses in work and when other events are on in your area).
- Horse welfare – do we have a Horse Welfare Officer? Do we need a Horse Welfare Officer for this event?
- Cattle Welfare – Have we considered the Society Code of Cattle Care? (see section 9.1 in the Events Handbook). What should we do to comply?
- Community Impact – impact on the local and wider community.
- Regulations – what regulations and laws have an impact on the event? (Consult your Local Government).

6.3 Feasibility of Event

To discuss the feasibility of conducting an event the following questions could be addressed:

- Is the event a good idea?
- Do we have the skills required to plan and run the event?
- Will the host community be supportive of the event?
- Do we have access to infrastructure in the community?
- Can we hire a venue at a price we can afford?
- Will the event attract enough competitors?
- Will the event attract media and sponsor support?
- Finally, will the event be financially viable?

6.4 Event Venue and Site Selection

The following should be considered when analysing the suitability of a venue or site:

- Facilities and services to be provided
- Competition requirements
- Capacity of site or venue
- Budget limitations
- Location and accessibility
- Emergency services availability
- Availability and timing
- Sponsor and corporate personnel requirements
- Venue safety
- Regulatory authorities

6.5 Event Marketing and Promotion

6.5.1 Publicity

Publicity is the means of using an external entity to increase the awareness levels of your Branch activity amongst the public or your Members. It appears in story or editorial form in the print media and in the non-commercial portion of radio and television programmes.

6.5.2 Print Media – Press Releases

A media release is the best way to notify the media of an upcoming event or an important issue. News agencies receive lots of releases each day so it is important that yours is newsworthy and catches the editor and audience's attention. An effective media release should be:

- Concise - Best to keep it to one A4 page only.
- Clear - using plain English and quotes where possible.
- Accurate - facts and details.
- Complete – do not leave out vital information. List all contact information.
- Easy to read and interesting. Use positive words and phrases. Use short sentences and paragraphs. Use 12-point font and a plain format with some white space.

The heading should summarise the story in no more than half a dozen words. Lead with your most interesting point – other points should be placed in order of importance.

To ensure your media release goes directly to the right people, write the names of the relevant editors or journalists at the top of the release before you fax it through.



Star Tip: Timing is important for the media. If you are organising an event, fax your media release out one or two weeks beforehand. This will give the media enough time to do some research if required, and to schedule it into their diaries.

6.5.3 Advertising

Advertising can be a costly method of promotion, however if it is considered necessary, do some homework into costs and placements. When producing the advertisement make sure it reaches your target market – therefore on air or screen at the most suitable times and in the correct newspapers or print media.

Advertising media includes: television, radio, newspapers, cinema, billboards, outdoor, trams/buses, neon signs, magazines, trolleys, taxi backs, mobiles, videos, point-of-sale.

6.6 Sales Promotion

Sales promotions are designed to have an immediate impact on sales by stimulating market demand. A sales promotion is intended to persuade a buyer to purchase or enter immediately, so they often include incentives or discounts. Your Branch can use sales promotions to increase demand for ticket sales to a social function, for a raffle or for entries in a particular competition.

Sales Promotion includes: coupons, competitions, displays, t-shirts, co-promotions, giveaways, stickers, posters, merchandise.

Community Service Announcements

The majority of local newspapers and radio stations will be happy to promote your cause if you provide them with a community service announcement. The spiel should be around 60 words in length, containing details of the Branch activity/event. A contact phone number should be given for any inquiries.

6.7 Major Events

Media coverage will be important if a Branch is organising a major event. The media will be more interested as the event draws closer, but a series of press releases in the months leading up to the event can serve both as reminders and educational material.



Star Tip: Information about unique Australian events such as the Australian Stock Horse Challenge, Campdrafting and Polocrosse can draw attention and educate the public about the disciplines in which the Australian Stock Horse competes.

Appoint a media releases liaison office to issue media releases, prepare media kits, ensure a media room with good communication facilities is available and organise press conferences.

Make sure media releases state what the event is, where it is, when it is, how important it is and why, how it is organised (times, ground, etc) and who is entered. Put your name on the releases so journalists know who to get in touch with for further information. (High profile entries are always of interest to the media).

Photographs

A picture is worth a thousand words! Local newspapers are often on the lookout for a good photo opportunity. When planning a Branch activity think of how you can set up an interesting photo. Let the media know by giving them details of the photo opportunity at the end of your media releases.



Star Tip: Information about taking a better photograph is available on request from Head Office. This can be useful for submitting your stories to our Journal but also for sending to your local newspaper if they cannot send someone to your event.

6.8 Event Sponsorship

Sponsorship cannot be taken for granted! Do not confuse sponsorship with charity; it is rather an equal partnership – an exchange of services. Your obligation as an organising Committee is to help the sponsor profit. It is suggested to approach businesses that have a similar target market as your event.



Star Tip: Before your Branch approaches a sponsor – put yourself in their shoes and ask the following question:

- ✓ Will this sponsorship provide me promotional opportunities, generate publicity or obtain access to a target audience?

To retain received sponsorship it's a good idea to make the giving of sponsorship worthwhile:

- Sponsor naming rights for the event
- Sponsor/Corporate viewing facilities
- Sponsor/Corporate hospitality centre
- Sponsor tickets for admission
- Sponsor advertising on ringside (arena)
- Sponsor to officially present awards
- Publicise the sponsor's phrase (PA System)
- Officials to wear sponsor's logo
- Good manners and common courtesy

Not all sponsorship is by way of money. It can be provided in vouchers, product, trophies, hire of equipment, broadcasting, cattle, etc.

Keep the sponsor aware of the exposure you are giving them by sending all press clippings, press releases and a full report of every event and promotional activity. Ensure there is regular communication between you and the sponsor and present them with a full colour framed photograph at the conclusion of the event.

At the event, organise for someone to meet the sponsor upon arrival and make sure they're catered for. Ensure that the sponsor is in the right place at the right time – to watch the event they sponsored, present awards or say a few words. Provide meals for your sponsors, these could be via vouchers or VIP areas with specific meals or snacks. Make provisions for them with free entry and special seating areas.

If there are spaces in the programme while scores are being totalled, courses dismantled, cattle changed, etc., you have the opportunity to promote the sponsor. If the sponsor is able to provide a ten minute display of products, whether it be equestrian clothing, saddlery, horse feeds, fencing equipment, electrical appliances, vehicles, etc, it can give spectators something to pay attention to and provide an ideal fill-in while promoting the sponsor.

The organisations that provide cattle should be considered sponsors and receive the same sort of recognition as other sponsors.

[Refer to Sponsorship Proposal Format on following page](#)

6.8.1 Signage

Your sponsor should get their full value before the activity commences. Sponsorship lies in promotion and public relations rather than advertising. Display sponsor logos and distribute sponsors material such as flags, banners, and brochures at every opportunity.



Australian Stock Horse
SOCIETY

Sponsorship Proposal Format

INTRODUCTION

This should be a simple one-page statement of what the proposal is for. Remember it is not a proposal to finance your Branch's activities, but a promotional and sales opportunity for the potential sponsor. This statement should create curiosity.

VENUE

Where your activity takes place

CONTACT DETAILS

Name, Address, Contact details

PROGRAMME

Introduction to the event

Number of events

Venue

THE EXPOSURE OFFERED

Signage

Media coverage

Advertising in programme

Merchandising opportunities

Anticipated spectators

Media release details

Suggested promotional activities

INVESTMENT REQUIRED

Total cost

Use figures

Method of payment

SUMMARY

6.9 Available ASHS Journal Support

The Society provides advertising support to Branches and Management Councils as detailed below; this support is designed to assist Management Councils and Branches to attract sponsorship for their events:

Management Council – Advertising

- Management Councils - each Management Council is entitled to 2 x ½ Page full colour Advertisements in the Journal each year at no cost to the Management Council
- Management Council Sponsors - each Management Council is entitled to 5 x ¼ Page full colour Advertisements in the Journal each year at half price for sponsors of Management Council events at a level of \$1,000 or over

Branch – Advertising

- Branch - each Branch is entitled to 2 x ¼ Page full colour Advertisements in the Journal each year at no cost to the Branch
- Branch Sponsors - each Branch is entitled to 2 x ¼ Page full colour Advertisements in the Journal each year at half price (or as negotiated) for sponsors of Branch events at a level of \$500 or over

Editorial for Branch Sponsors

- Sponsors of Branch Events at the level of \$500 or over are provided with an opportunity to have editorial of no more than 100 words. The editorial should focus on the sponsor's support of the event.

6.10 Logistics

Logistics is getting things (and people) in the right place at the right time. It is advised the organising Committee appoints a Chief Steward for the day. The Chief Steward ensures that equipment, competitors, Judges and Pencillers are in the right place at the right time. In preparation for the Branch activity, the Chief Steward should create an event logistics plan and brief all event official personnel including suppliers of infrastructure and food, etc.

The following information should accompany an event logistics plan and be made available to all official event personnel:

- A general contact list
- A site map
- Schedules/Programmes
- Emergency Plan
- Subcontractor details, including all time constraints
- Evaluation sheets (questionnaires)

6.11 Event Recommendations

ASHS Rules and Regulations

When planning your event please be aware of the Society Rules and Regulations. A copy of the Rules and Regulations can be downloaded from the Society's website – www.ashs.com.au. Ensure that your event type is listed in the Events Handbook or seek Board Approval.

Judges

Since January 2009 it is compulsory that Level 1 Accredited ASHS Judges be used for all ASHS sanctioned events. A list of the Accredited Judges is available on the Society's website – www.ashs.com.au.

Volunteers

Volunteers must be aged between 12 years and 80 years and do not have to be Members of the Society.

Insurance

Event organisers must ensure all necessary insurance is finalised prior to the event. An **Event Notification Form** should be completed and sent to Head Office preferable three months prior to your event or as soon as possible. Your Branch Secretary should have a current copy of the ASHS Certificate of Currency for Public Products Liability (reissued annually). If the owner of the venue wishes to be a named party on the Certificate of Currency for the particular event, please contact the Sports Department at Head Office in a timely manner.

Refer to **Section 8.7 Insurance Templates for a copy correct at publication**. For the latest copy refer to our website: www.ashs.com.au

Additionally if your Branch would like to use the Society's Cattle Insurance cover a **Cattle Cover Lodgement Form** will need to be completed and forwarded to the Sports Department at Head Office with payment. Refer to **Section 8.7 Insurance Templates for a copy correct at publication**. For the latest copy refer to our website: www.ashs.com.au

Risk Management – Site Inspection Checklist

Prior to competition a Competitor Nominee and Committee Nominee need to walk around the site. They should identify and remedy safety issues prior to commencement of competitions. It is required that this inspection be done 30 days prior to the event and again 24 hours prior to the event. The Committee Nominee must use the ASHS **Site Inspection Checklist (page 54)** which then needs to be forwarded to Head Office and a copy retained by the Branch. Please refer to **Section 8.3 What is Risk Management?** for more information.

Programmes – Entry Forms – Conditions of Entry

Please refer to the Events Handbook Rule 1.10 for recommendations on information that should be inserted on entry forms and programmes. Additionally Events Handbook Rules 1.11 and 1.12 outline conditions of entry for horses and rider/handler.

Child Riders (Section 7.1.4 of Rules and Regulations)

Children under 13 years of age are permitted to ride horses other than registered Australian Stock Horses in Branch conducted youth events (except State or National events) to encourage children to become part of the Society.

Food and Beverage

People handling food should follow basic hygiene practice – wash hands immediately prior, or upon, entering the food preparation area. Sanitary gloves should be worn at all times when handling food. Enquiries should be made through your local Food Authority or equivalent as to notification requirements and the types of foods which can be served.

Event organisers must institute responsible service of alcoholic beverages and comply with liquor licensing laws. Persons serving alcohol must be trained in Responsible Service of Alcohol practices and aged over 18 years.

Stabling

Event organisers must confirm with grounds/location management to clarify their policy on stabling and electric fencing.

Stock

All Stock handling must comply with the Code for Cattle Care in the Events Handbook - see section 9.1. Any temporary or permanent yards need to be of adequate height; be very secure and braced to ensure stock cannot escape. Yards should have self-locking gates and be constructed to ensure that damage to the animals cannot occur. Finally stockyards should be separate from horse stabling areas.

Horse and Float Area

Areas accessible to the Public should be separated, by fencing, from Horse and Float areas.

Signage

Signs should be displayed at designated areas restricting access to the public. Secondary fencing or barriers may be required to keep the public at a safe distance from competitions.

Ambulance Officer or Certified First Aid Attendant (Section 7.1.5 of Rules and Regulations)

At Australian Stock Horse Society shows and events, an ambulance officer or certified first aid attendant **must** be rostered for duty at all times when competitors or members of the public are present for competition. They must carry a breathing apparatus (oxy viva) and be qualified in the use of such equipment. The first aid area must be properly signposted and accessible with means of contacting the local hospital or a doctor.

Emergency Planning

Emergency Management Australia (see website – www.ema.gov.au) has very useful guidelines for planning safe and healthy mass gatherings. The organising committee should have an emergency response plan or emergency procedures in place such as marshalling or control/coordinating points, people check, communication systems and emergency equipment.

Finances

The Bank may be closed during or at the conclusion of the event therefore a plan must be in place to store finances (monies). All monies (petty cash, prizemoney and event takings) must be stored in a secure, lockable area.

Hospitality

Provision may be made for VIP Hospitality. This could be a designated area with favoured seating and meals available for your important sponsors, or vouchers for meals from the canteen, whichever time and resources can provide.

Public Address System

All events need communication – an adequate public address system can go a long way in communicating with participants and spectators. Ensure prior to commencing activities that this can be heard in all required areas including stabling.

Temporary Membership (Section 2.1.2.3 of Rules and Regulations)

Entitles an individual (regardless of age) to participate in a single ASH show, activity or programme run at Branch level. For example, the activity might be a weekend school or campdraft, a one-day show, a five-day trail ride and the like.

The Member is NOT eligible to join an ASHS Branch, register horses, vote, receive the Australian Stock Horse Journal or any of the other rights associated with other classes of membership.

The member is NOT eligible to compete at events run by a Management Council or at some Royal or Agricultural Shows.

Sashes

Ten free green-gold-green sashes are available to incorporated Branches and State Management Councils each year. To receive these you must apply in writing each year to the Sports Department at Head Office.

6.12 Waste and Environment Management

It is recommended the organising Committee has an environmentally friendly approach to waste management for your Branch activity and will need to check requirements with your local council. Please contact them in relation to waste management issues in your area. They may be able to provide this service for you, if not contact your local waste management organisations and obtain comparative quotes.

6.13 Notifying Head Office of Events

Please **notify Head Office of any and all forthcoming events** organised by your Branch by completing the Event Notification and the Site Inspection Checklist forms as required. **Refer to Section 8.7 Insurance Templates for copies correct at publication** (also available on the website: www.ashs.com.au). This will ensure that your Public Liability insurance is in place, that your event appears on the website and in the Coming Events page in the Journal (if received prior to publishing deadlines).

In addition, if your Branch requires advertising for your event in the Australian Stock Horse Journal please complete a booking form or contact the Journal Department at Head Office. All requests must be received prior to Advertising Deadlines - these are available on the website: www.ashs.com.au.

6.14 Programme Example

The Society would recommend that you keep your programme as similar to the events conducted at the National Championships as possible. Another way to keep the public interested and desiring to watch the events may involve breaking up the programme to avoid the same thing over and over.

Ring 1 - Commence at 8.00am

Led Mare under 15 hands
Junior Judging – under 13 years
Led Mare 15 hands & over
Hack Mare under 15 hands
Hack – ridden by youth 13 & under 17 years
Hack Mare 15 hands & over
Working Mare under 15 hands
Working – ridden by youth 17 & under 21 years
Working Mare 15 hands & over
Led Stallion
Junior Judging – 17 & under 21 years
Hack Stallion
Hack – ridden by youth under 13 years
Working Stallion
Working – ridden by youth 13 & under 17 years

Ring 2 - Commence at 10.00am

Led Gelding under 15 hands
Junior Judging – 13 & under 17 years
Led Gelding 15 hands & over
Hack Gelding under 15 hands
Hack – ridden by youth 17 & under 21 years
Hack Gelding 15 hands & over
Working Gelding under 15 hands
Working – ridden by youth under 13 years
Working Gelding 15 hands & over

CHAMPION LED HORSE
CHAMPION HACK
CHAMPION WORKING HORSE

Judges may also give an oral reason for their placing, so people know what to look for in the next event. This is easier with a broken programme.

Alternatively, for two day events, you may be able to organise a four hour Spectacular on the second day, being the judging of all Championship events, and the major event of the show. If all other ring events can wind down for the Spectacular, other competitors have the opportunity to watch the best in action.

The organising Committee must ensure that the promotion of the event creates interest and excitement, and then maintains the stimulation created.

6.15 Evaluation

It is advisable for the organising Committee to hold a debrief meeting as soon as practical after the event. Some questions that could be addressed in this type of meeting may include:

- What went well and why?
- What went badly and why?
- How could operations be improved?
- Were there any significant risk factors that we did not anticipate?
- Are there any outstanding legal issues, such as injuries or accidents?
- What can we learn from this event?
- Were the facilities adequate?
- Did the programme work well?
- What changes, if any, should we make?



Star Tip: Evaluation is an area often neglected, however feedback and information collected can provide the organising Committee with some great assistance for the next planned event. When planning evaluation, it is very important to work out what information you require. If you have the time and resources the points below can be useful.

Feedback and information can be obtained from surveys conducted during and after the event, personal interviews or group discussions. The following are examples of questions that may be included in a survey:

- How did you find out about this event?
- What was the main purpose for you attending this event?
- How did this event meet your expectations?
- Should events at this event be made more attractive to spectators?
- Would you like to see the programme shortened/lengthened? If yes, what events would you like to see removed/added to the programme?
- Was the parking adequate?
- Was the food and beverage adequate?
- Would you attend this event again?
- What other events would you like this Branch to host? (Leisure rides, Youth Camps etc)