

Interested in equine export? INTERNATIONAL ONLINE CATALOGUE

Registered Australian Stock Horses are having a huge impact on the world. Demand for quality horses exists in North America, the United Kingdom, China and Hong Kong.

What is ASH international?

ASH International is a newly created subscription area within the Australian Stock Horse Society that will focus entirely on export opportunities for Members of the Society. The aim is to provide structured support so that you have the opportunity to trade in International Markets and supply horses, services and goods to the International Market. ASH International will help with advice, guidelines and market coordination.

What will it cost to subscribe?

Subscription to ASH International will be an annual payment at Membership Renewal time. The cost for a 12 month subscription is \$450.

What do I get for my \$450?

As a subscriber to ASH International you receive:

- Attractive revenue opportunities associated with trading your registered Australian Stock Horse in an International Marketplace.
- Your horses listed on the 'Export Sales Directory' on the ASHS website. Your subscription includes the listing of four horses in the first year and two horses every year thereafter.
- The opportunity to list any number of extra horses on the directory for a small set up fee of \$55 per horse.
- Your listing on the 'Export Sales Directory' will provide you with International exposure 24 hours a day, seven days a week.
- Priority on international delegations and trade missions.
- Regular email bulletins and market updates about the latest happenings and lines of enquiry in the export area.
- Participation in export specific training.
- An R.M. Williams ASHS co-branded T-Shirt.

FAQ

Will my horse be on the website?

Yes, the 'Export Sales Directory' will be featured on our website so that prospective buyers from around the globe have access to your registered Australian Stock Horse. Each listing will include a photo (that you supply) and information such as age, height, colour and performance.

How long will my horse be included in the 'Export Sales Directory'?

The directory entry will remain until it is sold, or updated after 6 months.

What happens if someone is interested in my horse?

ASH International will be notified through the website, telephone or email contact. ASH International will then inform you of the interest to allow you to advance the sale.

Will I have to physically sell my horse?

The Society will be the link between you and the buyer, ASH will assist you through the process supplying 'Sales Contracts' and 'Freight Forwarding' details to making your role in the sale easier.

How and when would I be paid?

The price of the sale will be negotiated between yourself and the Buyer. Payment will be dictated by the 'Sales Contract' which will be designed by the Society solicitors to protect member interests. ASH International will have a set of protocols in place to protect you.

How will I price my horse?

ASH International will supply you with information showing anticipated expenses associated with exporting your horse and provide you with some basic parameter of market expectations. At the end of the day, the price that you ask for is your decision, although we are happy to discuss pricing options and expectations in the International Marketplace.

What horses should I list?

Once again, the decision is yours. ASH International can provide you with advice about the types of horses that overseas buyers are looking for and you can use this information to select horses that you feel match the International demand. Each country has different demands, and this information will be passed along to you in our regular email-updates.

How do I subscribe to ASH International ?

Simply complete the subscription form attached or access one from the website www.ashs.com.au/export and send to The Australian Stock Horse Society, PO BOX 288, Scone, NSW, 2337.



Warwick Merton



Julie Wilson



Australian Stock Horse
SOCIETY

Australian Stock Horse Society Ltd.
PO Box 288, Scone, NSW, 2337, Australia
Telephone +61 (2) 6545 1122
Facsimile: +61 (2) 6545 2165
Email: export@ashs.com.au

www.ashs.com.au/export