

# Media Release

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## Dual Role for Australian Stock Horses in North America

**Australian Stock Horse breeders have recently returned from a Trade Mission to Canada's British Columbia and Alberta. Breeders were impressed with the interest and hospitality shown them and the Australian Stock Horse on this recent visit to North America.**

The Trade Mission to North America is one based on interest in the Australian breed. International web site visits and independent research indicates interest from this region far exceeds that of any other region in the world. The purpose of the mission was to meet with players in the equestrian industry and create interest in the Australian Stock Horse by attending a major horse event in Calgary. The event, Spruce Meadows, is in its 30<sup>th</sup> year and has been ranked as the number one International Showjumping Event in the world for the past four years.

Showjumping is not the only activity at this event. It is a quite diverse and entertaining event including one of the largest equine expos in North America. "This event draws a tremendous cross section of the North American equestrian world to one spot. It is estimated to have an average attendance of 148,000", said Steve Guihot, Executive Manager of the Australian Stock Horse Society.

While on tour the group visited horse trainers, commercial Equestrian Centres, equine events and regional sporting clubs. The mission highlighted great interest in the Australian sport of Polocrosse. The Canadian State of Alberta had a recent visit from an Australian Polocrosse team, the Presidents Eight, from NSW .

"The visit and subsequent competition practice with the Australians really improved our game, we need more visits from the Australians" commented the President of the Calgary Polocrosse Club, Alan Hicks. The expansion of Polocrosse is only one of the drivers of the interest in the Society. The desire for equine recreational activity is growing and seems to go hand in hand with the development of smaller rural properties. This is universal and the demand for a versatile, tractable horses for the family to use is on the rise.

*Continued...*



Australian Stock Horse  
SOCIETY

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The demand for Australian Stock Horses in North America is high and the Society is currently developing a marketing strategy based on the observations and information collected on their last Trade Mission.

*The Australian Stock Horse, which featured in the opening ceremony of the 2000 Sydney Olympics, has a rich history. The Australian Stock Horse (ASH) developed from bloodstock transported to the colony on the first fleet in 1788. Subsequent selective breeding created one horse which displays versatility and superb temperament and is suited to work, rest and play.*

**ENDS**

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### **EDITOR'S NOTES:**

1. Established in 1971, the Australian Stock Horse Society is based in Scone, New South Wales.
2. With almost 10,000 Members and over registered 165,000 horses, the Society is Australia's largest organisation of recreation/work horses.
3. Its mission is to maintain the heritage and to promote the bloodlines and high-performance of the Australian Stock Horse among equestrian activities and the public.
4. For more see [www.ashs.com.au/export](http://www.ashs.com.au/export)