

# Media Release

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Australian Stock Horse  
SOCIETY

## Unprecedented growth for Australian Stock Horse Society

The future of Australia's living National icon, the Australian Stock Horse, appears bright with an increase in interest and popularity of the breed over recent years. Growth in the global recreation and pleasure market has been a key driver of the increase in demand for registered Australian Stock Horses, both domestically and overseas. The Australian Stock Horse Society, Australia's largest recreation and pleasure horse breed association, has also experienced unprecedented growth in during this time. The Society, which will shortly celebrate its 35<sup>th</sup> Anniversary, has experienced a 50% increase in Membership since the year 2000, with over 9500 Australian and overseas Members. This is coupled with an increase in the number registered Australian Stock Horses, particularly since the introduction of the online Stud Book and redevelopment of the Society's website in 2003.

Confirmation that interest in Australia's very own breed was continuing at a break-neck pace was the 10% growth in the gross sale proceeds and 12% increase in the average price for horses from the weekend Dalby Approved ASH Sale. This comes on the back of very successful National Championships events, the running of the richest Maiden Campdraft Series in Australia, programmes for Accrediting Judges, exploring the export possibilities for Australian Stock Horses and introduction of new programmes and prizes for leisure riders.

Commenting on the future direction of the Society Executive Manager Steve Guihot said, "The record breaking prices at Dalby follow on from the clean sweep of registered Australian Stock Horses at the Warwick Gold Cup. These achievements coincide with our first international registration of progeny born overseas and the launch of ASH International, the export arm of our business. These types of initiatives reflect the sense of confidence and optimism that our industry is currently enjoying. The Society has been working hard to capture and capitalise on the popularity of the Australian Stock Horse."

The 2006 Australian Stock Horse National Championships will be held in Warwick, Queensland. This annual event has enjoyed an increase in the number of competitors and the standard of performance. The event highlights the versatility of the breed, with attributes such as temperament, intelligence and athleticism suited to an extremely broad cross section of sporting and equine

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activities, as showcased across the 7 days of competition. A full programme of events can be found on the Society's website ([www.ashs.com.au](http://www.ashs.com.au)).

## **ENDS**

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

#### ABOUT THE AUSTRALIAN STOCK HORSE SOCIETY:

1. The Australian Stock Horse Society has almost 10,000 Members and has registered over 165,000 horses since establishing itself in 1971.
2. The Society is the largest organisation of recreation/work horses in the country.
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 general public. It aims to (i) preserve the heritage and identity of the Australian Stock Horse; (ii) promote the development and popularity of Australian Stock Horses throughout Australia and the world and (iii) maximise the benefits of owning a Registered Australian Stock Horse and being a Member of The Australian Stock Horse Society.
4. The ASHS is headquartered in Scone, NSW and currently employs twelve staff.
5. For more see [www.ashs.com.au](http://www.ashs.com.au)