



Australian Stock Horse
SOCIETY

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Society Brand Evolves for Global Market

Australia's largest recreation and pleasure horse-breed association will unveil a fresh look to its trusted brand this weekend (4-9 April) in Albury Wodonga¹, site of the Australian Stock Horse Society's 2005 National Championships.



Central to the updated corporate image is the A brand (*left*), which was originally designed in 1971. This brand may be applied only to horses accepted into the Society's Stud Book.

The face-lift consolidates and modernises the trusted image of the Australian Stock Horse Society, both as an organisation and as a brand. The contemporary and professional look marks the latest stage in the Society's ongoing development programme and is timed to coincide with the current push into export markets.

Commenting on the branding exercise, Society Executive Manager Mr Steve Guihot said, "Over the years we've enthusiastically developed lots of different images and promotional resources and it was simply time to pull it all together into a single, strong and recognisable identity.

"The term 'Australian Stock Horse' is a trusted name in the equine history of this country. We wanted to promote something that was as uniquely Australian as our horses. For this reason all the design work incorporates the A brand because this is a symbol that our members hold dear", Mr Guihot added.

A crisp, modern font completes the image, which is designed to complement the Australian flag.

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¹ Albury Wodonga Equestrian Centre on the NSW/Victorian Border, for more see www.ashs.com.au

Mr Guihot said, “It’s more than thirty years since the Society was established and in recent years we’ve been doing a lot of work behind the scenes to professionalise and modernise what has always represented a passionate group of breeders and owners.”

The Society has introduced national accreditation schemes for both coaches and judges. Directors have also received professional development education on their roles and responsibilities as board members. In 2004, the Society initiated its export campaign with a successful inaugural trade mission to China.

Mr Guihot added that the Society is a progressive organisation but with strong values built over thirty-four years of hard work. Central to this overall strategy was to focus on modernising the brand, whilst remaining true to ideals that have underpinned the longevity of the ASH and the ASH Society.

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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 more than 9500 Members and over registered 150,000 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**