

Media Release 15 December 2005

CONTACTS

Steve Guihot or Jen Bowcock +61 (2) 6545 1122

stock.horse@hunterlink.net.au



Society Clinches World Cup Deal

The Australian Stock Horse Society, the nation's largest recreation and pleasure equine breed society, has secured its official position as a promotional partner for the next Polocrosse World Cup.

The April 2007 event is to be staged at Morgan Park in Queensland. Australia will supply all the horses for the competition, many of which will be registered Australian Stock Horses.

Society Chief, Mr Steve Guihot said, "With almost 10,000 members and in excess of 165,000 registered horses, partnership with such a prestigious event reinforces our position as market leader in the sector. The deal provides exclusivity for us as equine breed society to this world class sporting event and our members will be provided incentives to contribute horses for the competition."

The horse is recognised within Australia as the "breed for every need" because of its versatility, stamina and temperament. Australian stock horses are suitable for work as well as for a range of sports from polo to campdrafting, dressage to endurance, as well as for polocrosse.

There is a global growth in recreational horse riding and world cup chief horse selector Mr Kent Wells commented: "Since the 2003 Polocrosse World Cup the Society has created a pro-active and professional export programme and we understand that there has been significant overseas interest in using these horses for Polocrosse. We are delighted to have the Society as an event partner and the 2007 World Cup will provide an excellent international showcase for them at home."

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

CONTACTS: Steve Guihot/Jen Bowcock +61 (2) 6545 1122 stock.horse@hunterlink.net.au

EDITOR'S NOTES:

1. Established in 1971, the Australian Stock Horse Society is based in Scone, New South Wales. The most recent AGM was held on 30th July 2005 in Geelong, Victoria.
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.