

How to Host a Pony Club Open Day



Photograph taken by Christine Kettlewell

The Pony Club Association of NSW

7/25 Victoria Street

Wollongong NSW 2500

Postal Address: PO Box 2085

Wollongong NSW 2500

Ph: 02 4229 8977

Fax: 02 4229 8966

Email: marketing@pcansw.org.au

www.pcansw.org.au

Pony Club Open Day guide

Each year Clubs are encouraged to host an Open Day. An Open Day is an occasion on which an institution, such as a sports club, is open for inspection by the public. The purpose behind holding an Open Day is;

- ✓ To raise awareness of your club in your local community,
- ✓ Create an opportunity for people to see what being a member of a your Pony Club is all about.
- ✓ To increase memberships.
- ✓ Increase financial revenue for your club with increased memberships.
- ✓ Enhance clubs reputation. Your club's image is one of your most valuable products or assets. A good image, created through effective marketing, attracts new members, appeals to potential sponsors and encourages people to participate.
- ✓ Enhance relationships in the local community. Enables the opportunity to form new relationships and build on current relationships with members and the community.
- ✓ Increased resources, both financially and through attracting more volunteers.

This state wide initiative is for Club's to hold an Open day at a date that best suits the Club in that year. The Club will need to notify the State office if they are planning to hold an Open Day preferably at the end of the preceding year and before the 31st March of the proposed year. This enables the office to secure the required amount of merchandise and promotional material in advance.

Please refer to the following points as a brief guideline to holding an effective Open Day.

Open Day guidelines

Before the event;

Arrange date and venue for your Club Open Day. Notify the Marketing and Events Coordinator at the State office and provide a postal address for the Open Day pack to be posted to. Please do this as soon as possible, preferably at the end of the preceding year or early in the new year. (At the latest date before the 31st March of the proposed year.)

An Open Day pack will be posted to the address provided. The pack will include Pony Club NSW brochures, posters and other branded merchandise for your club to use in the promotion of your Pony Club.

- ✓ Arrange activities. Be prepared and ensure all club members are clear on how the day will run. Some examples of activities are;
 - ✚ Riding demonstrations
 - ✚ Vaulting drum for individuals to trial vaulting on
 - ✚ Bend and flag races running on foot
 - ✚ Educational talk, and demonstration, on horse health and proper care
 - ✚ Horse makeover class preparing the horse for show
 - ✚ Invite local businesses and industry representatives, e.g. horse masseuse, chiropractor, local saddlery
 - ✚ Sausage sizzle
 - ✚ Competition or raffle prize if able to secure a prize from local supplier
 - ✚ You could hold an Open Day as a part of a normal Rally day and invite members of the public to see what Pony Club is all about. Pony Club NSW now has 'Come and Try' Day memberships for persons wishing to participate in a Pony Club Rally day who are not registered riding members of a NSW Pony Club. Please find information relating to this and the necessary forms at the end of this document. This type of membership is for Club Rally Days only.
- ✓ Information desk – should be manned by volunteers who welcome individuals, provide brochure, membership form, answer questions and record contact details to follow up afterwards
- ✓ Develop and distribute flyers or posters advertising the Open Day. An example has been provided in

this guide for your modification and use. Possible places to position the flyer include; saddleries, feed store, local schools, shopping centre notice boards, library, internet cafe, swimming pool.

- ✓ Promote the Open Day through local radio. Most radio websites have a community switchboard allowing you to enter your event details online at no charge.
- ✓ Promote the Open Day through local television. Most networks publicise local community events at no charge. Simply check out their website for more information.
- ✓ Promote the Open Day throughout the club. Use rally days, your website or newsletter to let members know when it's on.
- ✓ Write and email a media release to the local newspapers. Details on writing a Media Release have been provided in this guide for your modification and use. Be sure to send this out around two weeks before the event.

Please note: for insurance purposes only current financial members are permitted to ride at this event. Please note that Pony Club NSW now has 'Come and Try' Day memberships for persons wishing to participate in a Pony Club Rally day who are not registered riding members of a NSW Pony Club. Please find information relating to this and the necessary forms at the end of this document. This type of membership is for Club Rally Days only.

On the day;

- ✓ Conduct the Open Day as pre-arranged.
- ✓ Sign up members and then forward details to the state office.
- ✓ Promote the Open Day through local radio.
- ✓ Take photographs on the day.

After the event;

- ✓ Write a post event Media Release and send to local newspapers with photographs of the day. Follow up with those who attended but did not join on the day.
- ✓ Send the Marketing Co-ordinator any photographs or Media Releases. Complete the post Open Day questionnaire and return to the State Office. Notifying the Marketing Coordinator of how your day went, and how many new members signed up.

Writing a Media Release

Source: Catriona Dixon -journalist, The Daily Telegraph Following provides some helpful tips on writing a Media Release.

Presentation

- ✚ Must be typed on letterhead
- ✚ Identify it as a media release on the top left
- ✚ Date it top right
- ✚ Use a catchy headline
- ✚ Use one side of the paper only and keep to one page when possible
- ✚ Check for spelling and typos

Information

- ✚ Who, what, when, why, where and how?
- ✚ Short paragraphs. Clear sentences. Use layman's terms
- ✚ Your first paragraph is short and punchy. It is the story in a nutshell
- ✚ Provide news angles (ie focus on what is news – check your local paper for ideas.)
- ✚ Use present tense and active language
- ✚ Include important facts and statistics but don't overload
- ✚ Use quotes to support your release
- ✚ Have someone proof your release
- ✚ Keep a Media Contact Book. This will make getting media releases out easier eg;

NAME: Biff Reynolds

ORGANISATION: The Weekly Telegraph

ROUND: for example, social welfare reporter/housing reporter/transport reporter

TELEPHONE: (02) 0978 34845

MOBILE: 0411 1111111

FAX: (02) 9864 43453

E-MAIL: biffreynolds@weeklytelegraph.com.au

WEBSITE: www.writeaboutme.com.au

DEADLINES: prints 4pm Tuesday, prefers copy by 4pm Friday.

NOTES: Is interested in sports politics and participation of children in sport.

Contacts

- ✚ Provide a contact telephone, mobile, fax and email for more information
- ✚ Make sure the contact person is available and returns calls promptly

The Media

- ✚ Identify the media you are targeting
- ✚ Take time to find out how they prefer to receive information (email/phone/fax) and what their deadlines are
- ✚ Don't be pushy, instead willingly provide information and be prepared to assist the journalist in their pursuit of a story
- ✚ Follow up your release with a short phone call: "Just wanted to ensure you received our release and let you know we are available to help you in anyway possible"
- ✚ Develop a relationship with the journalists you regularly deal with

Useful Media Contacts

- ✚ If you have a particularly great story then email it to the following equine sources;
- ✚ Horse Deals -gallery@horsedeals.com
- ✚ Horse Yard -editor@horseyard.com.au
- ✚ Virtual Equestrian -admin@cyberhorse.net.au www.cyberhorse.com.au
- ✚ The Land -theland.saddleup@bigpond.com

Photographs

You don't have to be a professional photographer to take good photo's. Most digital cameras will be appropriate. Photo's should be around 1MB in size or larger and in JPG format. Photo's should be attached as separate files to the email with captions in the body of the email detailing who is in the photo's and the who is the photographer. Attaching high resolution quality photos to your media release will greatly increase the chances of your story being published.



Examples

Please find examples of Open Day Media Releases in the following pages. You can use these as the basis for writing, and sending, your own media releases. For more examples head to the state website under the Publications tab. To assist you with the designing a flyer for your Open Day you will also find an example of a flyer in the following pages.

Singleton Pony Club

Postal Address: 56 Kirkton Rd, Lower Belford NSW 2335

Phone: 02 6574 7076 Mobile: 0437 413 897

Email: Dianne.Richards@downerediengineering.com.au Website: www.singletonponyclub.pcansw.org.au

MEDIA RELEASE

For immediate release

10 April 2013

Pony Club Hosts Open Day

Singleton Pony Club would like to invite all horse enthusiasts between the ages of 3 and 24, and their families, to the clubs Open Day on Sunday the 10th April between 9am to 3pm being held at "Baroona", Range Rd, Whittingham.

This event will introduce riders and their families to the Club's highly professional and structured riding program which covers a whole range of equestrian disciplines including Dressage, Showjumping, Eventing and more. A theoretical emphasis is also placed on horsemanship and proper animal care.

Club Secretary Dianne Richards said that members meet once a month for an instructional rally day, as well as theory, and that talented riders have the opportunity to compete at Zone, State and even National level just like 14-year-old Jake Hunter.

"Jake has been a member of Singleton Pony Club for five years now and has been one of our most successful riders winning numerous State and National titles" Richards said.

Pony Club is also recognised as the kindergarten for future Olympians which was evident in 1992, 1996, 2000 and 2008 when the successful Australian Eventing teams comprised former Pony Club members.

Pony Club isn't all about competing though as there are plenty of social activities throughout the year to keep members entertained.

"We hold fundraising barbeques, a Christmas party and there's also the annual zone camp" Richards said.

Singleton Pony Club will offer several activities on the Open Day including riding demonstrations in Dressage, Showjumping and Mounted Games and a horse makeover class teaching individuals how to prepare their horse for a show. Industry professionals will also be on hand to discuss saddle fitting, horse health, horse massage and horse chiropractics.

Interested individuals can sign up on the day with the cost of membership being \$50 for a riding member and \$30 for non-riding.

Each member must have their own horse however Club Secretary Dianne Richards said that this should not deter individuals as often current members have a spare horse they are prepared to lease with a lease agreement signed to protect both parties.



Jake Hunter of Singleton jumping high on his Pony Club success

Singleton Pony Club

Postal Address: 56 Kirkton Rd, Lower Belford NSW 2335

Phone: 02 6574 7076 Mobile: 0437 413 897

Email: Dianne.Richards@downerediengineering.com.au Website: www.singletonponyclub.pcansw.org.au

Singleton Pony Club looks forward to welcoming all individuals to their Open Day on Sunday the 15th April between 9am to 3pm to show how they too can benefit from joining.

“Individuals should join Pony Club for the fun and enjoyment, friendship, experience and bringing out the potential for future generations” Richards said.

For further information please contact Dianne Richards, Club Secretary, on 6574 7076 or 0437 413 897.

For more information:

Pony Club Singleton

Contact: Dianne Richards, Club Secretary

Phone: 02 6574 7076

Mobile: 0437 413 897

Website: www.singletonponyclub.pcansw.org.au



JENKO SUTHERLAND SHIRE PONY CLUB INC

NEW ILLAWARRA ROAD, LUCAS HEIGHTS

ABN 28 014 475 034

PO Box 4142, Illawong, NSW 2234

Club Secretary, Jessica Thorne 0414 623374

jessicalthorne@gmail.com

MEDIA RELEASE

FOR IMMEDIATE USE

SHIRE PONY CLUB OPEN DAY

JENKO SUTHERLAND SHIRE PONY CLUB, welcomed horse enthusiasts, friends and family to visit at their Inaugural Open Day held on Sunday the 22nd April 2012 at their grounds on New Illawarra Rd, Barden Ridge, in an effort to raise awareness of the Club in the local community.

Among the 60 visitors to the grounds was Councillor Steve Simpson.

The Open Day included, free demonstrations on horse grooming, mounted games and other horse related activities, along with pony rides.

The day also included the unveiling of a memorial seat commissioned by the Pony Club through the Menai Men's Shed, for Mr Warwick Copeland. Warwick Copeland, the Pony Club's President of 11 years, sadly lost his battle with cancer in October of last year. Mr Copeland was also an active member and past Treasurer of the Menai District Sports Club and an active member of the Australian Light Horse Association.

Club President, Renate Gay said "The day was a huge success with new members from the local community joining the Club. The smiles on the faces of young children who visited were priceless.

We honoured the memory of our past President Warwick Copeland by surrounding his favourite tree with memorial seat made by the Menai Men's Shed. We look forward to welcoming back visitors at our next rally day."

The Club was first formed in 1953 and is still successfully operating today. Making it one of the oldest Pony Club's in New South Wales and the longest continuous running sporting Club in the Sutherland Shire.

Pony Club is recognised as the training ground for future Olympians. This has been evident in the past 4 Olympic Games, where successful Australian Eventing Teams comprised former Pony Club members.

The Pony Club meets on the third Sunday of each month and visitors are welcome.

For further information you can also find us on Facebook at www.facebook.com/jenko/ and website www.jenko.pcansw.org.au



GRAHAM Sutcliffe was among the award-winners at Gunnedah Golf Club's latest competition.

Humphries is the top dog

MARK Humphries reigned supreme while **Ron Long** and **Wayne McLean** were also celebrating after another tightly contested day of action at **Gunnedah Golf Club**.

Humphries took A grade at Saturday's single stableford competition with a score of 40 points. That effort was also enough to earn Humphries the best score of the day.

Bob Hopkins played some good golf to finish as the division's runner-up.

Long took B grade on a countback from Harley Cheetham after both finished on 38.

McLean (38) won C grade by just a single point ahead of Des O'Callaghan.

Humphries took out the Guzzlers Cup and Ian Jordan held the NAGA with his score of 27.

There was some good golf played at the event, which was sponsored by BETTA Electrical and attracted a field of 86 players.

Nearest the pins went to Wayne Somerville (second hole, Jacob & Anderson Boggabri hole), Brad Mulherin (seventh), Peter Bettridge (12th), Shane Wilson (16th Jacob & Anderson Gunnedah hole) and Luke Sevil (18th).

In the ball competition, balls were also won by Steve Howard, Peter Wicks, Pat Mortimer, Matt Crumbley, David Ellery, Max Kotzur, Jamie Lucas, Mac Gimbert and Tom Stockdale.

Graham Sutcliffe, Tim Duffy, John Pickett, Guy Gallen, Peter Ellis, Kev Gallagher, Peter Ellis, Chris Scott, Ifor Dando, Peter Spackman, Bob Wilson and Dan Jones also took home balls.

Sunday was the qualifying round for the Keno Mixed Fourball tournament. Chris and Tanya Reading (45 points), Ian Jordan and Darelle Angel (42) and Cecily Jaeger and Jack Kent all qualified for the final at Barraba on Sunday, June 17.

This Saturday will be a single par event for club trophies.

Monday is the Gunnedah Open Par 3 Classic. It will feature a single stableford event for men's and ladies competitions. All players will play off 3/4 handicap.

The event is open to all social players. Anyone wanting more information should contact the club on 6742 1751.

❑ **IFOR Dando** and **John Easey** teamed up to win last Friday's veteran's golf tournament.

The pair took first place on a score of 36 points.

Gavin Breen and **Max Kotzur** were a point behind in second spot.

Bill Weakley and **Henry Constable** took first place at the tournament played the previous Monday.

It was a hard-fought affair, with the duo edging out **Ron Bartlett-Taylor** and **George Mann** on a countback after both finished on 38 points.

Players are reminded that action will now get underway at 1pm due to daylight saving ending.

Open day a smash hit

YOUNG riders in Gunnedah improved their skills and picked a host of new talents as well as a helpful event.

Show jumping, dressage tuition and other fun and games were all on offer at Gunnedah Pony Club's first ever open day.

Dozens of local children took part in Sunday's event, part of a Pony Club NSW bid to boost numbers involved in the sport.

Club senior instructor Marnie Schillert said the Gunnedah Showground event had been a success, with the children gaining valuable time in the arena.

"I was very happy with how it turned out," she said.

"The children got to learn a few new skills and just generally improve their riding.

"It worked well, the kids enjoyed it and it was quite successful."

The event was preceded the day before with a show jumping and dressage clinic, led by experienced coaching pair Andrew and Gina Haddad.

The Armidale-based couple led the children through several skills and drills, offering advice based on their own successful riding careers.

Schillert said she hoped the day would help the children develop their talents in the sport ahead of next month's Gunnedah Show.

Many of the children are likely to be in action at that event, enjoying the different disciplines on offer.

"We were hoping to further lift the riding standards at the club," Schillert said.

"We hope the skills they have learned will help them in the Gunnedah Show," she said.

"I think the children took a lot out of it overall and it was a really good event."

Dressage

GUNNEDAH riders enjoyed success and sharpened their skills at Namoi Horse Association's first practice day of the year.

Various titles were bagged by local riders at the recent event, which attracted competitors from across the region.

Danielle Boland enjoyed a successful day, topping the open novice 2B and 2D sections with her horse, Medallion Bell Aspetto.

Karen McElroy took the open elementary 3B section on her charge, Oscar.

Jaimie McElroy won the junior preliminary 1A division (riding Andre), while Chloe Smith captured the junior preliminary division aboard Cassidy.

Fine autumn weather helped ensure a good turnout of entrants for the event, which aimed to help participants further improve their riding abilities.

Namoi Horse Association publicity officer Dixie Walker, who helped judge the day, said she was impressed with the efforts of all involved.

"It was very pleasing to see how all of the riders are improving," she said. "It was also good to see the new horses coming out for the first time.

"I would like to say a big thank you all the people who helped to make the day a success."

Bridge

GUNNEDAH bridge competition last week was a four table Mitchell on Monday.

Elizabeth Frend and Marj Cull combined well for an easy win. Leonie Studdy and Maree Martin tied with Pat Lumsden and Nan Heath for second place, while Gwenda Barnier partnered Brenda Witts to take fourth place.

There were better numbers on Wednesday with six tables. Lola Warmoll and May Waddington had a good win

for North/South, finishing well ahead of the field. Only one point separated Marj Cull and Jean Brown in second place from Nancye Farquhar and Sybil Ross in third.

Sitting East/West, Pam Bradford and Elisabeth Heath had a narrow victory. Marg Waugh and Brenda Witts were second, just edging out Russell Heath and Gwenda Barnier.

Eleven pairs played a Howell on Monday. Lola Warmoll and May Waddington continued

their good form by recording an easy win over the rest of the field. They were followed by Di Hasler and Pam Bradford, who took second place ahead of Carol Barbato and Elisabeth Heath in third. Pat Lumsden teamed up with Russell Heath to finish fourth.

A Mitchell was played on Wednesday with five tables. Scores for North/South were generally close, with Sybil Ross and Nancye Farquhar coming out on top. Jean Brown

and Lois Shannon finished in second place, just two points ahead of Pam Bradford and Russell Heath.

For East/West, Di Hasler and Sandra Curran enjoyed a comfortable win over the rest of the field. Carol Barbato and Helen Clift teamed up together to edge out Marg Waugh and Brenda Witts for second place.

Players are reminded that bridge will take place as usual on Easter Monday.



SHELBY White (12) and Dollar show their skills together.



HARRY Mason (aged 8) and Bonnie clear another obstacle during Gunnedah Pony Club's open day.



Pony Club Open Day!

When: Sunday, 15 April 2013

Where: Singleton Pony Club
"Baroona", Range Rd,
Whittingham

Time: 9am - 3pm

*Riders who attend Pony Club
gain a strong foundation in
riding and horsemanship skills,
along with the opportunity to
make lifelong friends and have
a whole lot of fun!*

Why Join Pony Club:

- ✓ Regular instruction by qualified coaches in multiple disciplines; Dressage, Showjumping, Eventing, Polocrosse & more
- ✓ A safe riding environment
- ✓ Education in proper horse care
- ✓ Local, State & National competitions
- ✓ Social events and lots more!

Riding demos,
total family
experience,
join on the
day!



*Pony Club provides the best start
for the young horse enthusiast or
future Olympic equestrian*

open to
boys & girls
under 25



For Further Information:

Dianne Richards, Singleton Club Secretary
Call 6574 7076 or 0437 413 897
Visit www.pcansw.org.au





Pony Club Come and Try Program

Who signs this form: Parents/Guardians of prospective member of PCANSW must complete this form in order to ride at Pony Club Rally Day only.

Who Pays \$25.00: Come and Try Program Members must pay \$25 per day for Public Liability and Personal Accident Insurance cover.

This type of membership is unavailable for competitions.

(Club administration fees may apply above this fee)

Come and Try Program members are covered for public liability and personal accident insurance only under the PCANSW insurance policy. This means, if the participant becomes legally liable to pay damages arising out of accidental bodily injury to any person and/or accidental property damage, the Insurer will indemnify the participant subject to the Limit of Indemnity specified in the Schedule subject to the policy terms and conditions.

Club Details

Name of Pony Club: _____ Rally Date: _____

Instructor's signature _____

Attendee Details

Full Name : _____

Full Name (Guardian if participant under 18years): _____

Signature of participant or parent/guardian: _____

Address: _____

Suburb/Town: _____ Postcode: _____

Participant Date of Birth: _____ Age: _____

Best Daytime Contact Phones: _____

Email: _____

Horses Name: _____

CLUB COMMITTEE USE ONLY

Day Attendance fees paid \$ _____ Receipt No _____

Name of event secretary/nominee collecting form: _____

Signature: _____ Date: _____

\$25 fee per day:

*The host club must remit the fees collected as **one cheque together with a copy of this form with the participant's details** to the PCANSW State Office, P O Box 2085. Wollongong NSW 2500 within **seven** working days of attendance at Rally day.*

PCA NSW Day Membership

Persons who wish to participate in a NSW Pony Club Rally day, who are not registered riding members of a NSW Pony Club, can do so by the way of PCA NSW Come and Try Program Day Membership.

The following rules apply:

1. The person or their guardian (for persons under 18 years of age) must sign the PCA NSW Non Member Waiver.
2. The person or their guardian (for persons under 18 years of age) must complete the PCA NSW Come and Try Program Membership Form.
3. The person must pay the appropriate fee.
4. The person must abide by the rules of PCA NSW for the duration of the Day Membership.

The day member is deemed to be a member of the host pony club during such activities for the purposes of participation and public liability insurance only. Protection is afforded to the participant under the PCA NSW insurance policy for the rally day's duration of activities.

The completed risk warning and day membership form must be forwarded to the PCA NSW State Office with payment upon completion of the rally day. A copy is to be kept by the host club for future reference and provided upon request by the insurer as proof of attendance.

This type of membership is valid only for Club Rally days only.

Pony Club Come and Try Program

Risk Warning for Single Day Come and Try Program Memberships 18 years and over.

I acknowledge that Pony Club activities are dangerous and that accidents causing death, bodily injury, disability and property damage, can, and do happen.

I am eighteen (18) years of age or older and have read and understood the above risk warning prior to signing it.

Dated: ____/____/____ Signature of rider _____

Name (please Print) -----

Risk Warning for Single Day Come and Try Program Memberships Under 18 riders. For Participants of Minority Age (Under Age 18) To be signed by the Parent/ Guardian

I acknowledge that Pony Club activities are dangerous and that accidents causing death, bodily injury, disability and property damage, can, and do happen. I wish to involved undermentioned minor in Pony Club activities. I am eighteen (18) years of age or older and have read and understood the above risk warning prior to signing it.

Name of rider: _____

Name of parent/guardian: _____

Dated: ____/____/____ Signature of parent/guardian _____