

STATE CAMP

*"It was wonderful to be training
at an Olympic venue"*

Phoebe Wilkinson

MARKETING YOUR CLUB

*How to attract members, funds
& other resources.*

COACHES CORNER

Instructors updating information

COMPETITIONS

NEW Prizes to win!



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COVER: Pony Club. Photograph courtesy of Leisa, NSW.

CURRENT PAGE: International Mounted Games Exchange. Photograph courtesy of Brendan Maunder.

WELCOME

EDITOR'S WELCOME

Welcome back to the Pony Club Association of NSW March Newsletter, and the new year of Pony Club ahead.

In this issue we feature the Pony Club NSW State Camp which was held at the Sydney International Equestrian Centre from the 5-10th January 2014. This year's coaches included Sam Lyle as the Eventing Coach, Jamie Coman from Victoria as the Showjumping Coach, Carolyn Earl also from Victoria as the Dressage Coach, Phil Logue coaching the Mounted Games along with Sarah Venamore, Jane Frankum and Greg Hogan coaching the Advanced Horsemanship. This was the first year that Advanced Horsemanship has been included in the program, with ten riders thoroughly enjoying coaching in a wide array of disciplines including Dressage, Showjumping and Eventing.

This edition highlights the recent Horseland Club of the Month and Giddyupgirl Profile of the month winners. Along with a Careers interview with Graphic Designer and horse enthusiast Jane Robinson.

I hope you enjoy reading this issue. Looking forward to another fabulous year of Pony Club.

Lisa Ferguson, Marketing & Events Co-ordinator

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PARTNERS



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NEWS

FEES FOR 2014

As at the 31st December 2013 all affiliation fees for 2014 memberships will be \$55.00 for riding members and \$35.00 for non riding members. As of the 1st January 2014 there will also be an increase to the following fees;

- Regional Schools - \$25 per rider total of 18 riders
- State Championship entry fees - \$45 per rider (including first aid levy) for all Championships and \$60 per rider entering both the Sporting and Campdraft Championship or \$45 for either one of these Championships
- State Camp - \$150 per rider. Members nominating for State Camp will need to organise their 2014 membership in order for their nomination to be considered.
- Clinics/Seminars - \$20 per PCANSW member and \$50 per non-member.

FREE ADMINISTRATION SCHOOLS FOR 2014

Are you a new Club or Zone Secretary or other Office Bearer? Are you unsure about meeting procedures, codes of conduct or just where to find information? Zones are reminded that members of the State Executive are available for Administration Schools.

These schools are booked via the office and will cover a range of issues to help Clubs/Zones including – affiliations, transfers, orders, incorporation, meeting procedure, NCAS, grants, insurance, risk management, conflict resolution and many others. Please contact Kerren Britton on 02 4229 8977 or email admin@pcansw.org.au for further details.

2014 PARTNERSHIP & ADVERTISING OPPORTUNITIES

Pony Club NSW seeks to nurture existing partnerships, and form new and exciting relationships. Our 2014 Partnership & Advertising Opportunities are now available. Please visit our website under the Media/Partnership tab for more information.

AWARDS

The Volunteers awards are now open. These awards are open to Junior and Associate members whose efforts have significantly assisted the running and development of Pony Club within their Club and/or Zone. The awards open on the 1 March and close on the 28 June 2014. One member from each zone receives;

- Acknowledgement on the website Honour Roll
- 1 x Mitavite Gift Certificates for an Xtra-Cool feed bag
- 1 x HorseWyse magazine
- 1 x SunSense Daily Face SPF 30+ 200ml courtesy of Ego Pharmaceutical

Visit our website to download the nomination forms under the Media, Awards & Honour Role tab.

PONY CLUB NSW YEAR BOOK

The Pony Club Association of NSW has produced a photographic year book for 2013. The book features all of the major state events starting with the 2013 State Camp. We display the reports, results and photographs from our State Championships and the Pony Club Australia National Championships. We also include twelve Pony Club profiles from the Horseland Club of the Month winners for 2013. The Year Books can be purchased by filling in the order form available from our website under the Club & Zone Management/Merchandise tab and returning with payment to the office. Order forms must be received before 4th April. Books will be ordered in one bulk order, please allow up to 21 days for delivery. The Year Book is a 60 page, hard cover, colour book, 33.5cm wide and 27cm high.

CURRENT PAGE: Photograph courtesy of Brendan Maunder.

Photo – Champion Thoroughbreds
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Pony Club State Camp

The 21st annual Pony Club NSW State Camp was held from the 5 to the 10 January 2014, at the Sydney International Equestrian Centre at Horsley Park.

The camp is held every year in January bringing together seventy of the top riders in the state for the week long camp of instruction from top Australian coaches.

This year's coaches included Sam Lyle as the Eventing Coach, Jamie Coman from Victoria as the Showjumping Coach, Carolyn Earl also from Victoria as the Dressage Coach, Phil Logue coaching the Mounted Games along with Sarah Venamore, Jane Frankum and Greg Hogan coaching the Advanced Horsemanship.

This was the first year that Advanced Horsemanship has been included in the program, with ten riders thoroughly enjoying coaching in a wide array of disciplines including Dressage, Showjumping and Eventing.

Each day the riders stick to a program that is designed not only to ensure the riders develop their skills in their chosen discipline but also to ensure they grow on an individual basis. The camp is not just about instruction, emphasis is also placed on developing team work and importance is placed on horse care. Each day the riders must feed their horses and ensure the horse's stables are well maintained.

The social aspect of the camp is also encouraged with after dinner activities such as the annual volleyball tournament between the groups of five, and the trivia competition which is always an enjoyable part of the rider's camp experience.

The Pony Club NSW Camp is supported by Sport and Recreation a division of Communities NSW, and product sponsors Mitavite official feed partner.

More pictures can be seen on our website under the photo gallery section.



STATE CAMP THANK YOU LETTERS

To PCA Executive,

I would like to thank all members of the PCA Executive Board for providing Pony Club kids like myself with the opportunity to attend State Camp. I am lucky enough to have been selected for the third time and attended for the second in the discipline of Showjumping, guided by our amazing coach Jamie. I would like to recognise the effort of the Executive in organising and conducting this Camp, Volley Ball, Trivia Night and our guest speakers. Also to Edwina and Jen for Catering. Without the dedication from PCA an experience that State Camp provides would not be possible for most, so thankyou! I look forward to this opportunity in 2015 :)

Kind Regards, Jaime Clark, Zone 11, Condobolin Pony Club.

Dear Mrs Frankum, Dr Kelleher, Mrs Cullen, Mrs Caswell and the rest of the camp committee,

I would like to thank you all very much for running such a fantastic event. I thoroughly enjoyed the high quality instruction and learnt many new ways to improve my riding and my partnership with my horse.

I also loved the Volleyball every afternoon and by the end of camp my skills had improved and my team was truly working together (Go Hannah's Angels).

It was great to catch up with my friends that I have met from State events and I also made many new friends and we are all looking forward to catching up at State Dressage. Many laughs were shared over the excellently cooked meals that kept us going and feeling energised.

Victory sure tasted sweet at the end of Trivia Night (so many M&M's so little time).

I think that SIEC was a great venue. It was wonderful to be training at an Olympic venue. The stabling facilities were first class. I had a fantastic time and thank you for giving the opportunity and so many lasting memories.

Kind regards, Phoebe Wilkinson and Greenoaks Munich, Avondale Pony Club.

To the Officials of State Pony Club Camp 2014,

I would like to thank Jenny, Frank, Jamie, Elaine and Di and all other organisers, those behind the scenes that we don't get to thank often, for holding such a enjoyable 2014 state camp. I had an absolutely amazing time. I learnt heaps in both my lessons and the presentations, had lots of fun playing Volley ball, trivia and making new friends, and loved every meal thanks to Edwina and Jen's amazing cooking.

I am very grateful to have been selected to come this year and hope to be able to qualify in years to come.

Sincerely, Maddy Prell.

Good Afternoon,

I would like to say thankyou to all who made state camp 2014 such a great success.

My daughter attended for the first time in horsemanship and had a fantastic time. She gained great knowledge and made many new friends.

Thankyou to all involved, camps like these contribute to making better riders and I am sure Keeley will take what she has learnt and pass it onto younger riders within our club.

Once again a Big THANKYOU

Regards, Brenda Gamble

Dear State Office,

I would like to thank you very much for running and letting me attend the 2014 state camp for Dressage on my horse King Toblerone. I am extremely privileged to say that this was my third state camp, and I personally think that it was the best state camp that I have been too! The instruction that I received from Carolyn Earl was fantastic, and my horse and I have benefited greatly from it. I feel that Toby and I have both developed and improved from the week dramatically, and taken away many exercises and tips that we can continue to work on at home. The new friendships that I have made and friendships I have strengthened with the riders in my Dressage 2 team, the other Dressage riders and other camps riders are ones that I will have for a very long time to come, and will treasure very dearly. I would like to take the opportunity to thank Di Cullen, Jenny Frankum, Elaine Caswell, Dr Frank Kelleher, Michael Syme and of course our excellent chef Edwina and her daughter for all their tireless effort, time and energy that they have put in to running another very successful and enjoyable camp. I also really enjoyed participating in the annual Volleyball competition, as it allowed me to meet other riders that I otherwise probably wouldn't have had the opportunity to speak and interact with, and allowed our team to foster a deeper and competitive nature among us against the other teams. From watching lessons from other disciplines I gained a better knowledge of what my fellow camp riders in other disciplines were doing, and also got to take away some priceless information and tips that will help in my other areas of riding that I otherwise wouldn't have had the opportunity to do. Thank you very much for everything, once again,

Angela Begg (Eastern Suburbs Pony Club, Zone 23)

STATE CAMP THANK YOU LETTERS

In the first week of January this year my brother Patrick and I attended the Annual State Camp held at SIEC. It is a week that both Pat and myself look forward to every year. This was my 5th camp after missing out on last year and it was Pat's 3rd camp. We got there on Sunday afternoon and settled our horses into their stables and got our cabins sorted. Pat and I were in the second group and were instructed by Jamie Coman for the next 4 days. We had 8 great lessons learning lots about our riding and our horses behaviour. We started out working on the flat and worked our way through grids and exercises and eventually we were doing courses. We would like to thank the zone for this wonderful opportunity to not only represent the zone at this camp and get amazing instruction but to also gain the opportunity to meet up with old friends from all around the state and of course meet new ones. We really enjoyed the week and we hope to be selected to go next year also.

Thanks Mitch and Pat.

To the committee who organised PCANSW state camp,

We would like to say a huge thanks to the committee for organising such an amazing week at state camp. The Sydney International Equestrian Centre is one of the most amazing facilities in Australia and we are so privileged to ride and enjoy it entirely. We were just thrilled to be instructed by some of the world top performance horse riders and instructors. We learnt a lot from the lectures that were given during the week, with the two vets, as well as all the other lessons that we were able to watch throughout the week. Furthermore we had some of the best catering for all the riders, instructors and committee members to enjoy all week long. We would like to thank the committee for selecting us into the camp for such a great week of learning, riding and socialising, it was a huge privilege of which we greatly appreciated. We both had a great time all week.

Thanks heaps. Adele and Myf Clark.

Dear PCA,

I would like to thank you for accepting my application for state camp in 2014. It was an amazing opportunity and experience. Jamie Coman was a great instructor and taught me a lot in 4 days. He improved my riding and Larky. I have used the exercises Jamie taught us on my horses with great success. I enjoyed meeting people from all over the state. I made a lot of new friends and look forward to catching up with them at state events. Playing volleyball against the other groups was great fun. I will definitely be putting my application in for the coming years.

Thank you again,

Kate Johnson.

I am writing to the association to thank you for the opportunity to attend state camp. It was a great experience that I enjoyed and would love to do again. My horse and I both learnt so much from our time at camp and I thoroughly enjoyed all of my lessons. I also think that Carolyn was a great instructor that taught us all many things and have us many things to work on when we got home. The volleyball tournament was so much fun as we got to do other things with our group that wasn't just riding. I really enjoyed my group and the people that were in it, we all go along really well. The facilities at SIEC were amazing and we were very lucky to get to use them for such a small cost. This was an experience that I will never forget and will help me to achieve my equestrian goals for 2014.

Thank you for such a great week.
Imogen Hanna, Griffith Pony Club.

To all PCANSW committee members, state camp official and others involved in organising state camp.

I would like to thank you all for another fantastic camp. This was my 5th year at camp and I honestly think it was the best one yet! As always camp was extremely well organised, fun and educational. The instruction was excellent. I personally had a fantastic time with Sam Lyle in Eventing this year and saw a massive improvement in myself and my mare over the week. I also gained a lot from watching the showjumping, dressage and horsemanship lessons. I thought the lectures were very good this year. Each of them really knew their stuff and presented us relevant information whilst remaining engaging and interesting. As usual the meals were awesome, the volleyball was great fun and the company was enjoyable. I particularly enjoyed having the opportunity to run Trivia on Thursday night! I think some riders were shocked by my harsh teacher side that came out on the night, but I had a great time and wouldn't hesitate to do it again. I would like to especially thank Jenny, Elaine, Di, Frank, Edwina for your time, effort, patience at each state camp I've been to. Without each one of you it just wouldn't be the same. Again thank you for giving me the opportunity to keep returning to my favourite event of the year. I hope 2014 is good to you all.

Kind Regards, Frances Barnard, CRCPC.

Dear PCANSW, on behalf of the 9 Zone 22 members who attended the 2014 State Pony Club Camp.

We would like to thank PCA for the wonderful opportunity these young riders were able to experience. These riders thoroughly enjoyed the whole camp experience. They enjoyed meeting the other riders who attended camp, observing other disciplines training, the expertise of the coaches and the high level of personalised training they received. They also enjoyed the volleyball games and information sessions and have come back enthusiastic. Our two showjumpers have since competed in several external competitions with outstanding performances and have said the camp really helped their performance. Kind Regards Michelle Marsh, Zone 22 ZCI.

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AROUND THE GROUNDS



Area 1 Triathlon Results

NOTE: Where Total points are equal, the higher place goes to the rider who gained the most points in the jumping section.

Under 9	Name	Swim pts	Run pts	Jump pts	TOTAL Points	PLACE
Novice	Alicia SMITH	1	1	1	3	1 st
OPEN	Tara SEPPELT	1	4	4	9	1 st
	Madeline NICKSON	3	2	3	8	2 nd
	Charlotte HAWKINS	2	1	3	6	3 rd
	Nicole GEE	4	3	E		E
9 & U 11	Name	Swim pts	Run pts	Jump pts	TOTAL Points	PLACE
Nov-ice	Hayley ROBL	1	1	2	5	1 st
	Gabrielle DELIC	2	2	E		E
OPEN	Monet STEVENSON	4	3	6	14	1 st
	Alex SEPPELT	3	5	5	13	2 nd
	Elise COLERO	2	4	4	10	3 rd
	Megan BAKER	5	1	3	9	4 th
	Grace TYSON	1	2	2	5	5 th
	Hugh HAROLD	6	6	E		E
11 & U 13	Name	Swim Pts	Run pts	Jump pts	TOTAL Points	PLACE
Novice	Maddison PAR-SONS	1	1	E		E
OPEN	Miles HAROLD	7	9	9	25	1 st
	Ruby WENMAN	9	7	8	24	2 nd
	Olivia JONES	4	8	7	19	3 rd
	Tahlia COLERO	6	6	5	17	4 th
	Isabella TYSON	5	4	6	15	5 th
	Ella KING	8	3	4	15	6 th
	Tamsyn HOUNSELL	1	1	3	5	7 th
	Connor RICHARD-SON	2	5	E		E
	Emily HAWKINS	3	2	Scr		Elim
13 & u 15	Name	Swim Pts	Run pts	Jump pts	TOTAL POINTS	PLACE
Novice	Lucy BITTENDORFER	2	2	3	7	1 st
	Jemma HOUGHTON	3	1	2	6	2 nd
	Hayden EMERY	1	3	1	5	3 rd
OPEN	Adrian RICHARDSON	3	4	4	11	1 st
	Brooke BAKER	2	2	3	7	2 nd
	Laura SMITH	4	1	2	7	3 rd
	Sarah WILTON	1	3	Scr		Elim
15 & u 17	Name	Swim pts	Run pts	Jump pts	TOTAL POINTS	PLACE
OPEN	Emily JONES	3	2	4	9	1 st
	Ned MULHOLLAND	4	4	1	9	2 nd
	Natasha BROWN	2	1	3	6	3 rd
	Hannah BETTS	1	3	2	6	4 th



AROUND THE GROUNDS

Area 1 Triathlon Results photographs continued..



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AROUND THE GROUNDS



Arcadia Pony Club—Horseland Club of the Month

"In December we were very excited to hear that Arcadia Pony Club was awarded the Horseland Club of the Month by the Pony Club Association of NSW," says Tony Fox, President of Arcadia Pony Club.

"We are very appreciative not only of the award but of the generous prizes from Horseland, Mitavite and Australian Show Ribbons. All of these sponsors have made significant contributions to our club. Horseland Dural, which is our local Horseland store, has been very involved with Arcadia Pony Club for a number of years, consistently offering vouchers and prizes for our Club competitions and Zone competitions." "We encourage our members to utilise the services from Horseland Dural as the staff, under the management of Leanne Garwood, understand Pony Club and generously give their advice and guidance to ensure the children are correctly fitted with quality safe equipment for Pony Club and their general riding." "Horseland Dural also offers a saddle fitting service, which provides peace of mind that the ponies are also correctly fitted out". "Mitavite has also been a generous sponsor to date through the relationship with Pony Club NSW. The additional prizes from Mitavite have come at a perfect time as we are about to host Zone 23 Sporting and Zone 23 Dressage in February and March, Mitavite feed will form part of our prize pool for both of these events", said Tony. "Finally, the Australian Show Ribbons prize is gratefully received as we spend a lot of money on sashes, ribbons and rosettes for both our Zone and Closed competitions. We frequently receive comments at our Zone events on the high quality of sashes and rosettes awarded at our competitions, we want the children to walk away feeling like they have really achieved something, and high quality ribbons such as those provided by Australian Show Ribbons do just that".

"We have a very large club with members aged between 4-25 which means each member has their own peer group within their own age group and competency, this makes the culture of 'fun and friendship' an easy one to uphold. Sponsors such as Horseland, Mitavite and Australian Show Ribbons supporting Pony Club through the Horseland Club of the Month initiative add to the quality of the club" said Tony.

To find out more about Arcadia Pony Club and their upcoming events please visit <http://www.arcadiaponyclub.org.au>



Brumby's epic journey inspires novel

The true story of a brumby who was captured in the Australian desert and now lives in the royal stables of Dubai has inspired the latest junior novel by award-winning author Jesse Blackadder. *Paruku: The Desert Brumby* follows the epic journey of Paruku and 13 of his herdmates.

“ Rachel kicked at the ground and then sneezed as a cloud of dust flew up in her face. She shaded her eyes and looked around. As far as she could see, the land was wide and flat. The lake shimmered in the distance, a strip of vivid blue that stood out against the grey mud and sand surrounding it. She felt a very, very long way from home. For a moment she wished she'd never come. Back home, she wouldn't be trying to figure out the answer to the problem of the brumbies, which felt so big and grown up and complicated.

A neigh rang out from the trees and Rachel saw a dark shape behind the white trunks. Two horses trotted into the clearing and the first one threw his head up and neighed again. He was such a dark bay that he was almost black, broken only by a white star on his forehead. He was tall with a long, thoroughbred shape. At his side, a chestnut mare with a long white blaze on her face and a heavy, round belly kept close to him, her nose to his flank, as if she feared losing him.

Rachel couldn't tear her eyes from them. The dark bay, with the afternoon sun glinting on his coat, was full of life and power. She leaned forwards, trying to get a closer look at the pair, and lost her balance. She scrabbled to stay on her haunches and both horses swung around in her direction. The dark bay was staring right at her, his eyes piercing even from a distance. He pawed the ground and trotted closer to investigate, followed by the mare.

They halted about thirty metres off and Rachel slowly got to her feet. She raised her head and blew through her nostrils loudly. The bay snorted back in her direction and swivelled his ears. He wasn't afraid of her, she saw, and she stepped out from behind the tree so she was in full view.

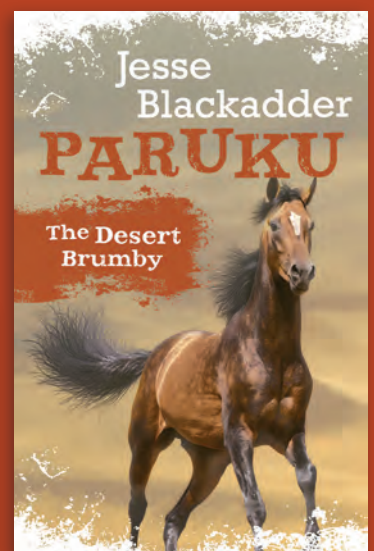
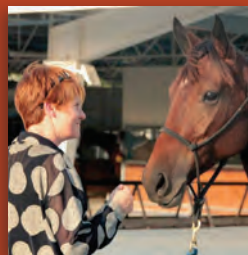
For a few moments they looked at each other. It wasn't like looking at any other horse she'd known. He wanted nothing from her — not food, not shelter, not company — and he just examined her. He was so full of life and spirit that the air seemed to vibrate around him.

Suddenly the two horses started and the dark bay reared. He gave a final, challenging neigh in her direction, then they swung around and broke into a gallop.

He was fast! Rachel stood still, watching the two horses thunder across the plain in the direction of the lake, leaving a cloud of dust in their wake, as if she had terrified them.

As if they somehow realised exactly why she was there.”

Available now from all good bookstores or from www.jesseblackadder.com — where you can see footage of the real brumbies.



The heart of Pony Club

Send in any photographs to;
marketing@pcansw.org.au that show the heart of
 your Pony Club, and your photograph could feature
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Photograph courtesy of Michael Syme.



Tall Timbers Pony Club with the Ourimbah RSL & Rural
 fire brigade plus lots of kids. Photograph Jon Kennedy.



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CAREERS

"I love the variety and how it allows me time to work strange hours, so I also get to ride."

Jane Robinson, Graphic Designer, You Tarzan.

Describe a typical day at work?

Not sure if I have a typical day at work as it really depends what everyone is wanting and how quickly!! I generally get up pretty early and check emails and try to action anything urgent and start to go through my to do list. My work really involves sitting at a computer making documents & images I have been sent by clients into something printable and presentable, so I flit around between software programs... InDesign, Quark Xpress, Illustrator & Photoshop. I can spend a day working on Ads for Mitavite, a magazine for a pharmaceutical company, a program for a show like the CDI or a report from a medical meeting. It is very varied but basically I have to make a lot of disparate information look interesting and readable.

What skills and qualifications would you need to be successful in your job?

I was very lucky in my "career progression". I started out in Advertising Sales selling TV airtime in London and later here in Sydney. I was poached by a big Ad Agency, a branch of which then split off to become a smaller agency. Once there I started to work in production and then later in layout and design.

I had always been pretty good at art and with colours so my boss just gave me a chance and taught me the basics. I worked with him for about 5 years and when the little agency got swallowed up by a big corporate I went out on my own as a freelancer. I have been doing this for the last 17 years. Nowadays a graphic design qualification is probably a good idea, but on the job experience is invaluable as in the real world the job is all about deadlines and understanding what the client wants.

What do you enjoy most about your job?

I love the variety and how it allows me time to work strange hours, so I also get to ride. I can work long hours but they don't have to be office hours so I can still ride a couple of horses most days. No job is ever the same so every day is different. I also love that I can use my work skill in a volunteering way, doing show programs, schedules, ads and posters for events such as the Sydney CDI, the Sydney International 3 Day Event, the Summer Show Jumping Classic, The Equestrian Grand Final at Equitana. It is great to be able to make our sport look a bit professional in the general public's eye.

What advice do you have for young Pony Club members hoping to follow in your footsteps?

I think it is a great "career" if you have some talent and you get the right breaks, going freelance takes a bit of courage and some discipline so get some miles up in a bigger company first and have a good network before you try it on your own. It is a great way to have a job that is flexible but you have to be prepared to work hard when the work is available and always deliver on deadline.



Photograph; Massive Poster for the 2006 3 Day Event at Warrington Mall.

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MARKETING YOUR PONY CLUB

Marketing is about communicating your club's activities and facilities to attract members, funds and other resources. It can be as simple as placing an ad in the local newspaper. It involves finding out who your customer is and tailoring your activities to that market. The marketing of sporting clubs includes activities like open days, advertising and events. However members and officials are actually marketing the club whenever they take on their roles - often without being aware of it. A club secretary who provides information about membership over the phone contributes to the image of your club just as much as the member representing your club in uniform at a pony club competition.

MARKETING:

- Increases memberships and funds for your club.
- It will help you understand your members and potential members - and lead to informed decisions to help boost your membership.
- Enhances your club's reputation.
- A good club image, attracts new members, appeals to potential sponsors and encourages people to volunteer and participate.
- Is value for money.
- Helps you to identify the most appropriate and cost-effective marketing approach, which in turn is value for money.

MARKETING MIX (THE 5P'S): Marketing is often referred as the 5 Ps. The research on your target market, what your club offers and where it is positioned within the market helps identify your club's marketing mix.

1. **Product** - This is your Pony Club. What can you offer that other sports in your area may not?
2. **People** - This includes your Pony Club volunteers and members.
3. **Price** - This includes your Pony Club membership fees. Is your membership fee realistic and competitive? Will your members achieve value for money?
4. **Promotion** - Ensuring potential members/volunteers are aware of your Club. This can be advertising, publicity, brochures, etc. Think about what type of advertising will reach your target audience? What has been successful in the past and what hasn't? Always ask new enquirers how they found out about you?
5. **Place** - Where the Pony Club is located. Do you where your target audience are, and who they are?

PROMOTION: There are a number of effective ways to promote your Pony Club.

1. **Website** - PCANSW offers websites for affiliated clubs and zones for a fee of \$20 per year, which needs to be renewed annually. These websites are designed to be easy to maintain, and easy to use. To set up your site a club will need to appoint a trusted official to manage the site, complete the MyWebsite application form available on our website and return with payment to the office who will issue the club trusted official with a user ID and password.
2. **Advertising** - is paid advertising in the media. You may choose to place an advertisement in your local newspaper, school newsletter, or local radio.
3. **Publicity & Media** - This is free promotion for your club through such mediums as local newspapers or radio stations. Tips for writing Media Releases can be found on our website. The Land Newspaper invites pony clubs, youth associations and all young horse enthusiasts to email "Saddle Up" photos and a brief account of their latest events, more information is on our website.
4. **Merchandise & Uniforms** - Create merchandise such as caps, socks, shirts etc. to raise funds and promote your club at the same time.
5. **Flyers & Brochures** - Produce a simple brochure or flyer that outlines the club information, membership fees and contact information. Distribute to the local community notice boards, library, recreation centres, primary schools or letter box drop in the local area
6. **Newsletters** - Distribute a regular newsletter to provide information to members about club events, activities and news.
7. **Signage** - A banner with your club name, and colours could be used at registration days, presentation days, competitions and promotional events.
8. **Open Day** - Pony Clubs are encouraged to hold an Open Day on a day that suits them throughout the year. Holding a Open Day will raise awareness of your Club in the local community. It will provide an opportunity for people to see what being a member of your Pony Club is all about and increase memberships in your Club. (More info on website.
9. **Fundraiser** - Fundraising is generally the most cost effective way to raise funds for your club and can also help to promote your club in the community. Depending on the size of the event or offering, a considerable amount of planning and resources are necessary to get the most out of a fundraiser. More information is on website.

Coaches Corner

This information has been written by one of the Associations State Coaches, as a guide to Pony Club Instructors. If you are interested in obtaining more resources, simply download a copy of the Merchandise Order Form available from the website under the Club & Zone Management tab.



INSTRUCTORS UPDATING INFORMATION

Current information for Instructors wishing to do their NCAS Instructors accreditation.

Some new criteria:

- Instructors wishing to sit their assessment for the Preliminary NCAS must have attended a State Coaches Instructors school in the previous 18 months of sitting their assessment.
- Also added to the log book Instructors must be seen teaching a task and have it signed off by a mentor as part of their log book.
- PCANSW as at 1/1/14 has accredited 266 NCAS instructors in five years.
- Contact your Zone Chief Instructor or assessment co-ordinator when you are nearing finishing your log book to let them know you wish to book into the Assessment.

- DO NOT send your log book directly to the State office (Unless you have contacted the office and made prior arrangements to do an assessment outside your zone), all the books for the one assessment must all be sent in to PCANSW office together.

UPDATING YOUR NCAS ACCREDITATION:

Last year we saw the first of our NCAS accredited Instructors due for updating. To update you need to download the forms from:

- www.pcansw.org.au
- Coaching tab
- Instructors
- Scroll down to bottom of the first page to NCAS coaching update sheet in blue.

This form needs to be completed and sent to the PCANSW office.

A list of names of instructors will be sent to the Zone Chief Instructor for them to notify anyone whose certificates are at the expiry date. Once received by PCANSW a new certificate will be issued.

BENEFITS FOR MEMBERS:

Just a few of the benefits PCANSW does for its members.

PCANSW gives each zone in the state the opportunity to apply to have 4 clinics a year funded by PCANSW.

- 1) A Senior Regional School for riding members 13 and under 25yrs in any of the Olympic Disciplines.
- 2) A Regional School for riders 10 and under 25yrs or alternatively a zone could have two Regional Schools.
- 3) An Instructors school for members 16 years and over.
- 4) A Specialist School, Judges, Course Designers or Administration school.

PCANSW also funds 9 state championships each year.

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JOIN OUR COMMUNITY

Each month the Horseland Club of the Month winner receives;

- \$600 Horseland Prize Pack from Horseland
- \$100 gift certificate from Australian Show Ribbons
- 2 x gift certificates for an Xtra-Cool feed bag from Mitavite
- Club profile published in the Horse Downunder magazine (pending publisher approval and quality of photos)

January Horseland Club of the Month, Bungendore Pony Club

Bungendore Pony Club, Zone 16 meets every second Sunday of the month. The club has been running for 52 years and currently has approximately 65 riding members ranging in age from 2 to 23 and 40 non-riding members who are our valued volunteers.

The club offers instruction in the following disciplines Dressage, Show Riding, Mounted Games, Showjumping, Sporting, Polocrosse, Eventing, Equitation, as well as lessons in proper horse care and safety. A typical rally day involves Flatwork in the morning and then breaking into certificate based groups for jumping and other disciplines in preparation for current competitions.

Other fundraising, or social, events run at Bungendore Pony club include One Day Events, Mounted Games and Gymkhanas. The best thing about being a member of Bungendore Pony Club is the range of disciplines we offer, the fabulous facilities (including; three sand Dressage arenas, Showjumping arena, Eventing course), the diversity of age groups and the feeling of being a part of an extended family.

Photo Caption; Bungendore Pony Club Christmas Rally Day 2010.



February Horseland Club of the Month, Kyogle Pony Club

Kyogle Pony Club, Zone 15 meets every month at the Kyogle Showgrounds. The club has been running for 52 years and currently has approximately 25 riding members ranging in age from 6 to 23 and 16 non-riding members who are our valued volunteers. The club offers instruction in the following disciplines: sporting, campdrafting, cross country, jumping, dressage and flat riding as well as lessons in proper horse care and safety. A typical rally day involves an early start to beat the heat. Riders are split into groups based on age and ability. The first session will run until mid-morning. Riders then meet at the shed for a cool drink, fruit and some homemade baking. The second session will run until lunch time. Once again riders and families meet at the shed for a sausage sandwich, a cold drink and some socialising. If it's not too hot riders may be offered another session after lunch.

Other fundraising, or social, events run at Kyogle Pony club include street stalls where we sell home baked goodies, home grown produce and plants. We hold a gymkhana every year where riders can compete in campdrafting or team penning, a cross country time trial, showjumping, sporting and flat riding. Members of Kyogle Pony Club also have an opportunity to participate in a New Zealand exchange through our zone. Riders have the opportunity to visit New Zealand and to host a rider from New Zealand. The riders who have been involved in this exchange have made lifelong friendships with families in NZ as well as their peers within our zone.

The best thing about being a member of Kyogle Pony Club is we're all in it for the fun and friendship pony club provides.

Photo Caption; Hope, Jack, Chelsea, Jade, Liz, Tom, Hope, Shania, Lucy, Bronte, Greg at Zone 15 2013 Jamboree.



HOW TO ENTER: Email the below to marketing@pcansw.org.au with the subject heading 'Club of the Month'.

1. Write a Club Profile by filling in the blanks - indicates as () - in the below paragraphs.

() Pony Club, Zone () meets every () at (). The club currently has approximately () riding members ranging in age from () to () and () non-riding members who are our valued volunteers.

The club offers instruction in the following disciplines () as well as lessons in proper horse care and safety. A typical rally day involves (). Other fundraising, or social, events run at () Pony club include ().

The best thing about being a member of () Pony Club is ().

2. Attach up to 4 high quality images with a photo caption detailing who is featured in the photos.

1 CLUB PER MONTH RECEIVES: A fantastic prize pack including:

- Horseland Product pack valued at \$600
- \$100 gift certificate from Australian Show Ribbons
- 2 x Gift Certificates for an Xtra-Cool feed bag from Mitavite
- Club profile published in the Horse Downunder magazine (pending publisher approval and quality of photos)

ENTRIES CLOSE: Last day of every month.





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Winter 2014

GIDDYUPGIRL PROFILE OF THE MONTH

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TO WIN

Congratulations to all of the recent Pony Club Profile of the month competition winners! Each winner received;

- 1 x Giddyupgirl Saddle Bag courtesy of Giddyupgirl Australia
- Profile published in the Horse Downunder magazine (pending publisher approval and quality of photos)

January Profile of the month: Michala Vanwyngaarden

My name is Michala Vanwyngaarden, I'm 15 years old and I'm a member of Blacktown Pony Club NSW which is Zone 19.

My horses name is JD, he loves to do anything he especially loves to make new friends and will do anything when I have an Oreo biscuit treat.

I love pony club because I have many of my friends there and we all get on as a club and work as a team and also we encourage each other.

When I'm not riding my horse I love to spend time with my horse like brushing, washing him or even talk to him if I'm having a bad day because I know he is there for me.

If I had three wishes I'd wish for;

1. My horse to live for ever,
2. To improve everyday, and
3. To do pony club even if I am to old.

Photo Captions;

Photo 1: Michala & JD in the musical ride at jamboree.

Photo 2: Michala & JD in the pas de deux at jamboree.

February Profile of the month: Mackenzie-Rose Cumming

Hi, my name is Mackenzie-Rose Cumming. I am 12 years old and am a member of the Woodburn Pony Club. My horses name is Moondancer and he loves to jump!!!

I love Pony Club because we have a lot of fun making new friends and learning about all different types of horse riding.

When I am not horse riding I like to read about horses, play the piano and go to the beach with my family and dogs, Max and Tinkerbelle.

If I had three wishes I would wish for;

1. My Grandma to beat cancer
2. To become an Eventer
3. For an indoor arena

Photo Captions;

Photo 1: Moondancer and Mackenzie at home, photo taken by Amy Baxter Photography.

Photo 2: Moondancer and Mackenzie at Murwillumbah gymkhana, photo taken by Paul Smith Photography.



Profile of the month competition

HOW TO ENTER: Email the below to marketing@pcansw.org.au with the subject heading 'Profile of the Month'. Please include your preference of Saddle Bag colour either black/purple, black/pink or black/aqua and include a couriers address in the email. A Couriers address is a residential address were someone is present to sign for the parcel when it arrives.

1. Tell us a little bit about yourself by filling in the blank spaces as indicated by this symbol ().

My name is (), I am () years old and a member of () Pony Club. My horses name is (), he/she loves to (). I love Pony Club because (). When I am not horse riding I like to (). If I had three wishes I would ().

2. Attach up to 2 high quality images of yourself with a photo caption detailing who is featured in the photos.

1 MEMBER EACH MONTH RECEIVES:

- 1 x Giddyup girl luggage set comprising 420D rip stop hard wearing nylon saddle bag which can fit a 17" saddle. With a bridle bag that can hold up to 3 bridles.
- Profile published in the Horse Downunder magazine (pending publisher approval and quality of photos)



ENTRIES CLOSE: the last day of the month. Winners will be published on our website under the 'Latest News' section on the homepage.

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Congrats to our Autumn 14 subscription winner - Jordan Wright of SA

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COMPETITIONS

Email or post

HOW TO ENTER: Simply email marketing@pcansw.org.au with 'Macs Equine' in the subject line and your contact details in the body of the email. Or fill in your contact details in the competition entry form and post to PO Box 2085, Wollongong NSW 2500. Entries close on the 25 April 2014.

2 WINNERS EACH RECEIVES: 1 x Macs Equine Tear Mender valued at RRP \$25. For more information please visit www.macsequine.com.au



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HOW TO ENTER: Simply email marketing@pcansw.org.au with 'Macs Equine' in the subject line and your contact details in the body of the email. Or fill in your contact details in the competition entry form and post to PO Box 2085, Wollongong NSW 2500. Entries close on the 25 April 2014.

2 WINNERS EACH RECEIVE: 1 x Macs Equine Pee Wee Bit valued at RRP \$65. For more information please visit www.macsequine.com.au



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2 WINNERS EACH RECEIVE: 1 x HorseWyse magazine subscription for 1 year (four issues). For more information please visit this website www.horsewyse.com.au

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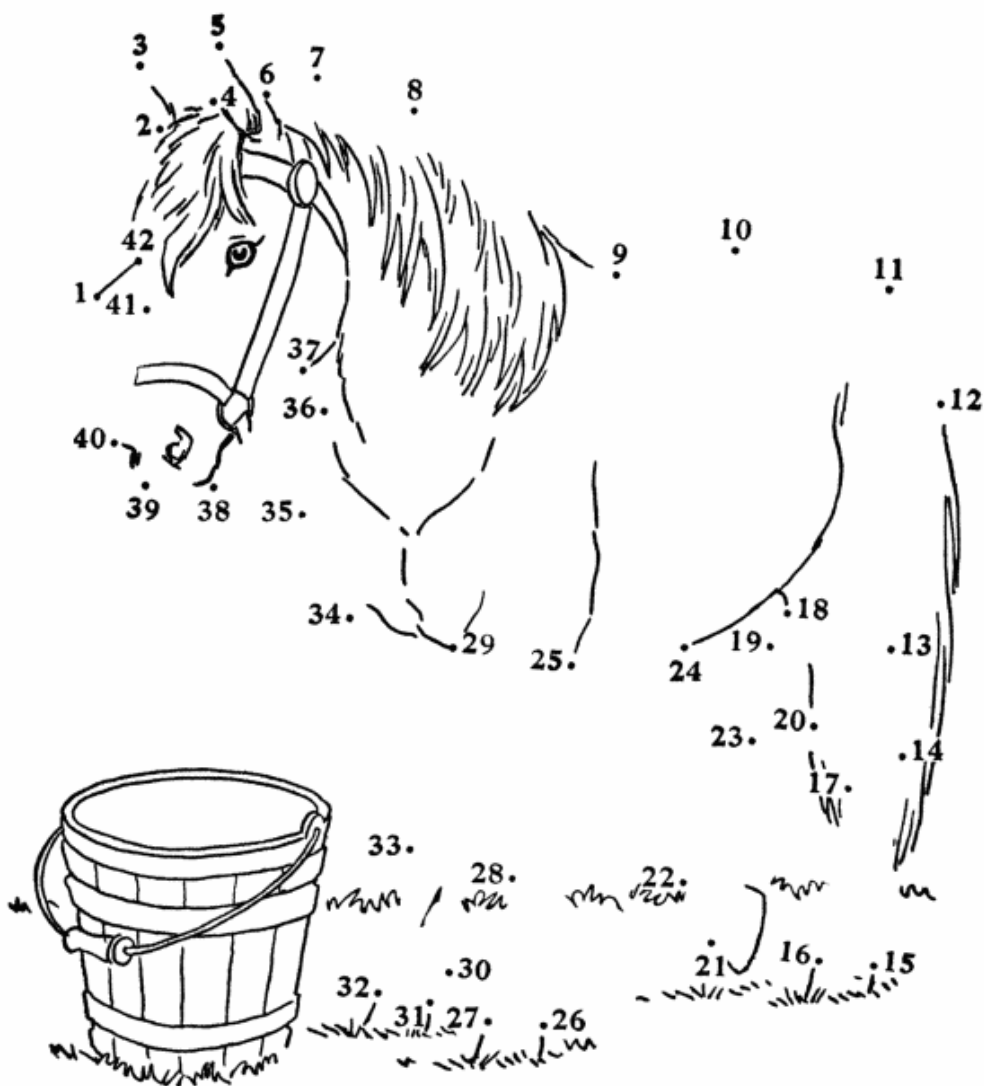


COMPETITIONS

DOT TO DOT

HOW TO ENTER: Simply complete the dot to dot and either email your picture to marketing@pcansw.org.au with 'Whinny Lane' in the subject line and your contact details in the body of the email. Or fill in your contact details in the competition entry form and post your entry to PO Box 2085, Wollongong NSW 2500. Entries close 25 April 2014.

4 WINNERS EACH RECEIVE: 1 x Whinny Lane \$50 Gift Voucher
www.whinnylane.com.au



Competition entry form

Fill in your answers, and contact details, below and post to:

"Newsletter Competition"

Pony Club NSW

PO Box 2085

Wollongong NSW 2500

Name: Age: (for research purposes only)

Address:

Email: Club:

Enter by FAX

Fill in your answers, and contact details, above and fax to:

02 4229 8966

Enter by E-MAIL

Email your answers, and contact details, to marketing@pcansw.org.au with the subject heading 'Newsletter Competition'

Entries Close: 25 April 2014.

Terms & Conditions: You do not have to leave an answer for every competition, only the ones you wish to enter. Competition is only open to current financial Pony Club NSW members. You can only enter each competition once. Winners will be drawn on 28/4/14 at the PCANSW State office.

COMPETITIONS

Competition winners & answers:

DECEMBER 2013 ISSUE

QUESTION: 2 winners each receive 1 years HorseWyse Magazine subscription.

www.horsewyse.com.au

Winner: Roy Peatling (pictured below), Georgia Hayten.



EMAIL OR POST: 2 winners each received 1 Macs Equine Tear Mender. www.macsequine.com.au

Winners: Zoe Azzpardi, Alina Saunders.

EMAIL OR POST: 2 winners each received 1 Macs Equine Pee Wee Bit.

www.macsequine.com.au

Winners: Liz Tritschler, Amber Azzpardi.

Dot to Dot: 2 winners each received 1 \$20 Horseland gift voucher.

www.horseland.com.au

Winners: Emma Warn, Eric Peatling (pictured below).



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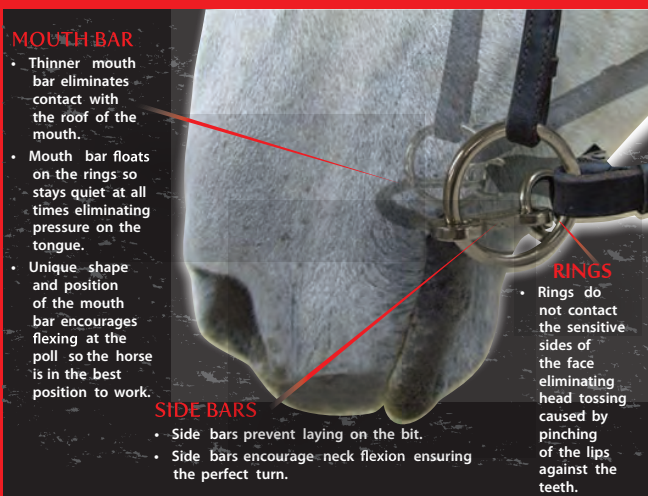
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Karen Moreton with her horse Denver

Karen's Column is a regular feature that looks at family, love and faith through the entertaining medium of short stories set in the world of ponies. Karen Moreton is a chaplain and avid horse lover. She welcomes your questions, and comments, via email;

karenjmoreton@bigpond.com

Previous articles are available on the Pony Club website, pcansw.org.au under the Media tab. If you like Karen's columns, check out her book for horse lovers; <http://www.koorong.com/search/product/spirited-journey-a-a-devotional-for-horse-lovers/9781921589454.jhtml>

Tips for Buying Horses

Hi everyone. Well we are off and running in another year of P.C. With rallies and competitions underway now, I know many of us are still trying to source the next mount. So this month I'd put together the best tips I've found on buying horses. (And I'd love to hear your tips too so please email those through as well) Here goes...

Develop a clear and accurate idea of exactly what you need before you start looking. For example; say you needed to replace a car. You may wander down to the car yard and fall in love with a bright, shiny sports car and bring it home. It's a bit late after this to realise

that you actually needed something to pull a horse float and cart hay. If you have a clear check list of what's important in your next mount, you are less likely to fall for the wrong horse, no matter how stunning it may be on the day.

Ask as many detailed questions as you can think of before you travel to see it. None of us like wasting our time and effort, so the more you can find out beforehand the better. As well as many other questions I always ask "What does it do wrong?" and "If you could change something about the horse what would you change?" There is no perfect horse and these questions may reveal something the seller was not forthcoming with.

Remember to run the answers off against your list of requirements. For example if you ask, "What are the things you like best about the pony?" and they answer "He's a really clean, show jumper and never refuses." That is not an asset to *you* if *your* main requirement is a confidence-building, unflappable first pony. Stay focused on what *you* need.

When buying for kids, the more experience the better. A friend told me a piece of advice I have found to be invaluable. She said that the best combinations always added up to at least twenty. What she meant was, you want about twenty years of experience going around the arena. So if you have a three year old rider, don't stick her on a three year old horse. Instead, put her on a seventeen year old pony; however a seventeen year old rider who has been riding from a young age will probably handle a three year old horse beautifully. Likewise, a ten year old will do great on a ten year old. By having about twenty years of experience between horse and rider, everyone is happy, everyone is progressing and lot of tears, spills and frustrations can be avoided. Remember riding should be FUN.

There is no such thing as a bad colour in a good horse. This famous saying is not mine, but I love the sentiment. If you find a great horse that is everything on your list, don't knock it back on looks. It

may have an ugly head, a sway back, be a boring colour or may even be a bit pigeon toed. But if it is a horse that ticks all *your* boxes, and fulfils what *you* need, then don't be put off by less than perfect appearances. We have owned some colossal horses that have had a flaw or two.

The only thing worse than not finding the right horse, is buying the wrong horse... because when you buy the wrong horse, you have 2 problems. You still haven't found the right horse and now you have an unsuitable one to sell on as well. How do we avoid buying the wrong horse? Although these ideas aren't fool proof, make sure you

Ask lots of questions

Watch the current owner ride it – this will raise more questions.

Put it through some challenges when you try it out (E.g. ride it away from home and the other horses). How does it behave when it gets a little stressed?

Ask other people who know the horse about it (be confidential with this information)

Ask for a trial - many people still agree to a short trial -be ready with some photocopied ID

If you can't trial it, go and see the horse more than once. The more you go back to try it, the less bothered they'll be to work it down or drug it and the more you will discover.

The old saying "Let the buyer beware" is still good advice true. If the story doesn't add up or if something seems fishy then walk away. There are plenty of brilliant horses out there, be patient and the right one will turn up!

I hope some of this may be helpful to you. I would love to hear any of your tips on buying and selling horses too. You can email me at karenjmoreton@bigpond.com

**Karen Moreton,
Chaplain**

Who we are

Global Entries Online is the premium online portal for the management and registration of events and competitions across a range of sports.

Event Organisers can efficiently create, manage and process membership applications and event registrations, safely and securely online.

With a few clicks, Event organisers can have their jumping scoresheets pre-populated with rider & horse name.

Save hours spent doing your dressage draws as Global Entries Online makes it all easy. All class lists are generated in easy excel spreadsheets.

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Ad spots

 180,000+ page views /month

 30,000+ users / month

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With over 180,000 page views per month, Global Entries Online has a constant flow of traffic and provides premium access to clubs, organisers and competitors within sporting communities.

The website is a hub for the registration of events and follow-up activity such as results listings and image galleries. The SPORTS DEALS section allows users to buy and sell a wide range of equipment related to their chosen sport.

www.globalentriesonline.com.au





WHAT'S HAPPENING AT PONY CLUB IN 2014

For more events visit the state website, www.pcansw.org.au

2014 STATE CHAMPIONSHIPS

12-13th April 2014: Pony Club NSW State Sporting & Campdraft Championships, Tenterfield Showgrounds, Tenterfield (Zone 13)

26-27th April 2014: Pony Club NSW State Dressage Championships, Gunnedah Showgrounds, Gunnedah (Zone 5)

17-18th May 2014: Pony Club NSW State Jumping Equitation Championships, Gunning, (Zone 27)

6-7th July 2014: Pony Club NSW State Showjumping Championships, Condobolin, (Zone 11)

11-13th July 2014: Pony Club NSW State Polocrosse Championships, Camden, (Zone 26)

27-28th September 2014: Pony Club NSW State One Day Event Championships, Host Zone needed.

4-5th October 2014: Pony Club NSW State Mounted Games Championships, Host Zone needed.

6-7th December 2014: Pony Club NSW State Showriding Championships, White Park, Scone (Zone 7)

SCHOOLS

22-23rd March 2014: NCAS Instructors School, Zone 4, TBC

22-23rd March 2014: SJ Regional School, Zone 4, TBC

23rd March 2014: NCAS Instructors School, Zone 16, TBC

29-30th March 2014: Dressage Regional School, Zone 2, Young

5th April 2014: NCAS Instructors School, Zone 16, TBC

3-4th May 2014: Senior Regional School, Zone 28, TBC

3-4th May 2014: Regional Equitation School, Zone 22, Jerrara

10-11th May 2014: Regional Dressage School, Zone 20, Wirringa

17-18th May 2014: Showjumping Judges School, Zone 5, Quirindi

24-25th May 2014: Showjumping Course Design, Zone 19, Kurrajong

24-25th May 2014: Assessment, Zone 18, Jindabyne

31 May– 1 June 2014: Regional Showjumping School, Zone 2, Young.

21-22 June 2014: Equitation Judges Clinic, Zone 9, Nana Glen

21-22nd June 2014: Dressage Judges Clinic, Zone 9, Nana Glen

28-29th June 2014: NCAS Instructors School, Zone 20, Holbrook.

28-29th June 2014: Regional Dressage School, Zone 22, TBC.

26-27th July 2014: NCAS Assessment, Zone 16, TBC

26-27th July 2014: Regional Equitation School, Zone 20,

Tarcutta.

2-3 August 2014: Eventing School, Zone 8, Upper Horton

2-3 August 2014: NCAS School, Zone 8, Upper Horton

9-10th August 2014: Regional Dressage School, Zone 19, Kurrajong

16-17th August 2014: Regional Eventing School, Zone 6, Gulgong

30-31st August 2014: NCAS School, Zone 6, Gulgong.

6-7th September 2014: Regional Eventing School, Zone 22, Kiama

11-12th October 2014: Regional Dressage School, Zone 26, TBC

25-26th October 2014: Regional Dressage School, Zone 6, Gulgong

1-2nd November 2014: Regional Dressage School, Zone 11, West Wyalong

15-16th November 2014: Equitation Jumping School, Zone 18, Jindabyne

STATE MEETINGS

30th March—1st April 2014

27-29th July 2014

30th November —2nd December 2014



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