

## Press Release

### **“2020: The Year of the Show Horse” Announcement**

SHCA and ENSW are proud to announce that we have an in-principle agreement to collaboratively develop a program of National events under the umbrella of **“2020: The Year of the Show Horse”**. In the recent SHCA Member Survey, 67% of respondents identified that they attended Equestrian Australia events. We have taken note, and this exciting and collaborative initiative has been developed to map the future of showing horses and to embrace the positive changes in approach being adopted by our respective organisations.

**“2020: The Year of the Show Horse” 27<sup>th</sup> March – 4<sup>th</sup> April 2020, Equestrian NSW Southern Cross Show Horse Spectacular and Show Horse Council of Australasia Grand Nationals.**

**“2020: The Year of the Show Horse”** enables members to 'ride side-by-side' in partnership. We will work together in developing a program of events that are both unique to each organisation, whilst seeking opportunities where our members can work and ride together. These events might include seminars, clinics, youth programs, judge's workshops, measuring days and similar activities. Although it is vital that we each maintain our own unique identity and protect our respective brands, we also identify that there is a need for change from the very highest levels of the sport down to the grass roots.

We have a responsibility to work together to ensure that our sport remains interesting and sustainable in the long term. With a view to meeting the ever changing needs of our members, **“2020: The Year of the Show Horse”** is a refreshing approach. We are, therefore, excited to make this announcement as a symbol of our desire to work together in developing and broadening pathways of inclusion.

**“2020: The Year of the Show Horse”** is an exciting joint agreement. The two organisations have agreed to communicate clearly and efficiently through electronic media to share news, provide event information, deliver updates and communicate directly with our members. If you would like to become involved in some capacity, are interested in developing an initiative that would benefit both organisations or you have ideas and suggestions about what you would like to be included in the program of events, we look forward to hearing from you.

We have registered the business name **“2020: The Year of the Show Horse”** and we are in the process of designing a logo and developing branding that is representative of our organisations working together. The journey has begun.

**“2020: The Year of the Show Horse”**. Be part of something amazing.

Yours sincerely

**Equestrian NSW Show Horse**