



EQUESTRIAN SPORTS
NEW ZEALAND

ESNZ
AGM
PRESENTATION
2020

FOCUS TODAY

- Finances
- Thinking differently Post Covid-19
- Strategic – our why and our what
- Change the Rein
- Database Update
- General Regulation Changes
- Constitution Review



FINANCES

Central financial actions following Covid-19 lockdown:

- March to June, membership numbers were down 42%.
- Decrease of approximately \$100k of income.
- Central applied and received both the wage subsidy and the wage subsidy extension that will help pay for ESNZ Staff through to mid-September.
- Sport NZ actively working with ESNZ to identify areas where their financial support would have the greatest impact. Decision not expected till late September.
- Direct savings were achieved in operating costs, rent and travel costs.
- ESNZ Board placed a freeze on any staff remuneration changes during this period.

THINKING DIFFERENTLY POST COVID-19

The Covid-19 pandemic has resulted in the world and ESNZ to think differently:

- Board meeting and business meeting held electronically.
- Officials seminars to be done electronically.
- Discipline planning meetings and some AGMs to be done electronically this year.
- Reinstated online e-newsletter sign-up to keep members up to date.
- Membership referral system being worked on.
- Payment options for members to pay their registration over time being worked on.
- A number of “thinking differently” workshops were run by Aktive (Auckland Sport & Recreation) for all sport codes to share ideas and thinking.

WHAT DOES THAT MEAN FOR US?

\$265m sport recovery funding package

- \$25m was for several urgent needs:
 - \$15m community - clubs regions
 - \$6m partner support
 - \$4m exceptional circumstance.
- \$264m part of budget bid
 - \$83m reset and rebuild
 - \$103m strength and adapt
 - \$78m different and better



STRATEGIC

OUR WHY AND WHAT

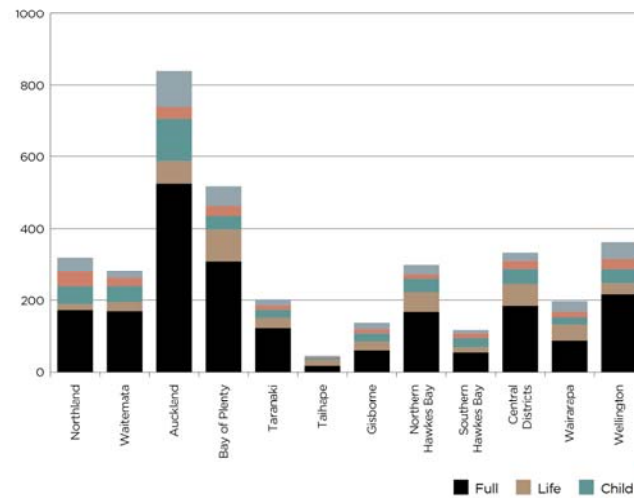
Work commenced and initial discussions happening with a focus on:

- One organisation vision for ESNZ – inclusive process supporting ownership and engagement of ESNZ disciplines
- Embrace the constitution review work and what that looks like 2035 and beyond
- Working closely with SportNZ transformational focus to ensure ESNZ is fit for purpose 2035?

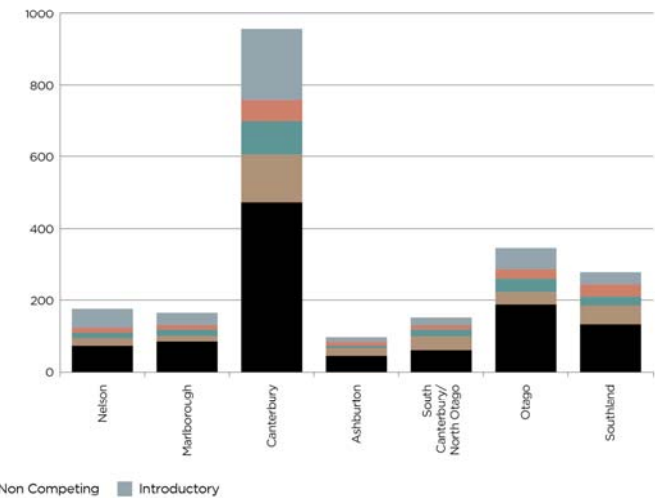


WHERE DO THEY COME FROM AND WHAT DO THEY DO?

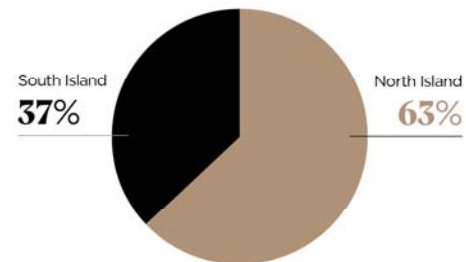
North Island Split by Membership Type



South Island Split by Membership Type

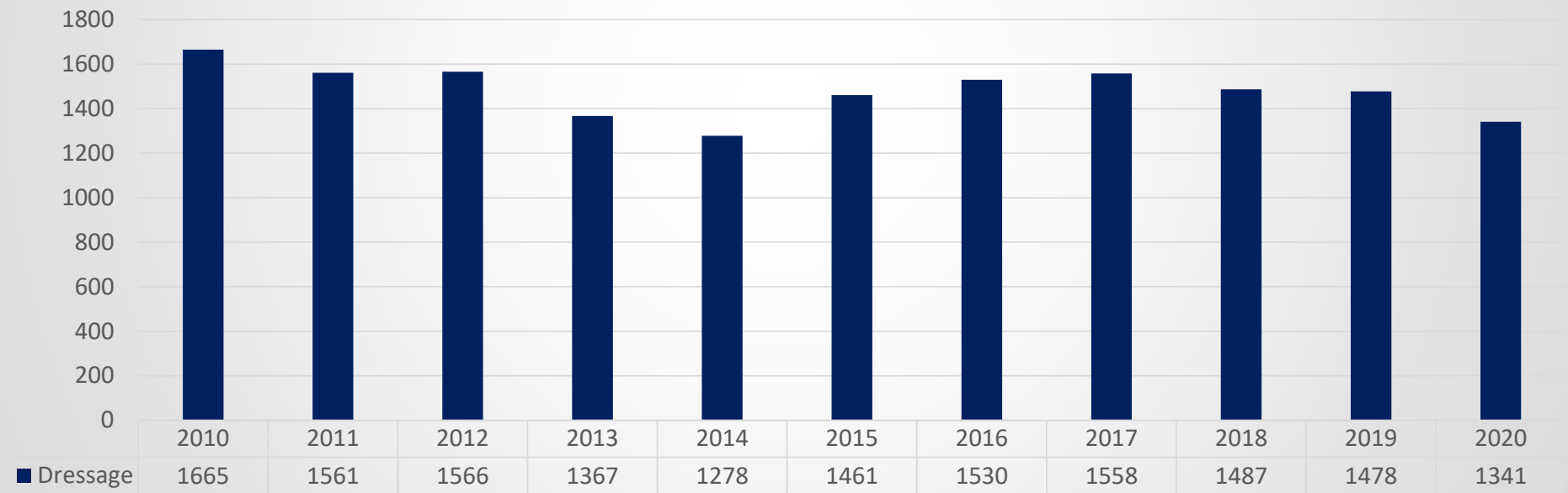


Membership by Island

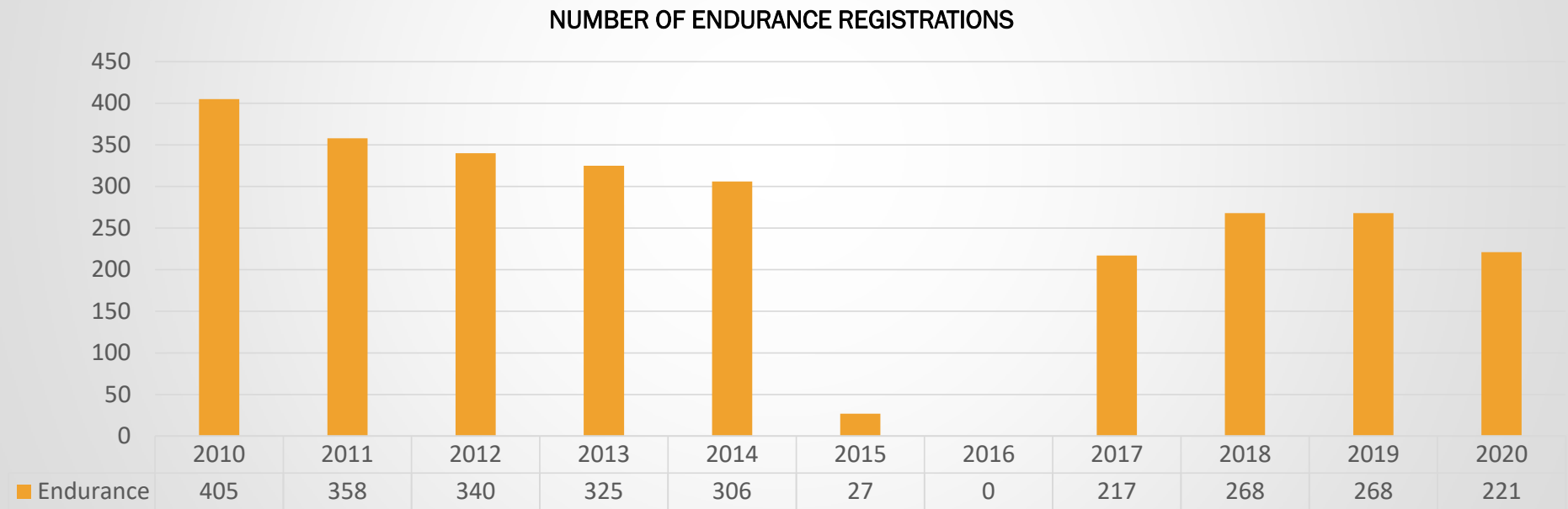


REGISTRATION BREAKDOWN - DRESSAGE

NUMBER OF DRESSAGE REGISTRATIONS

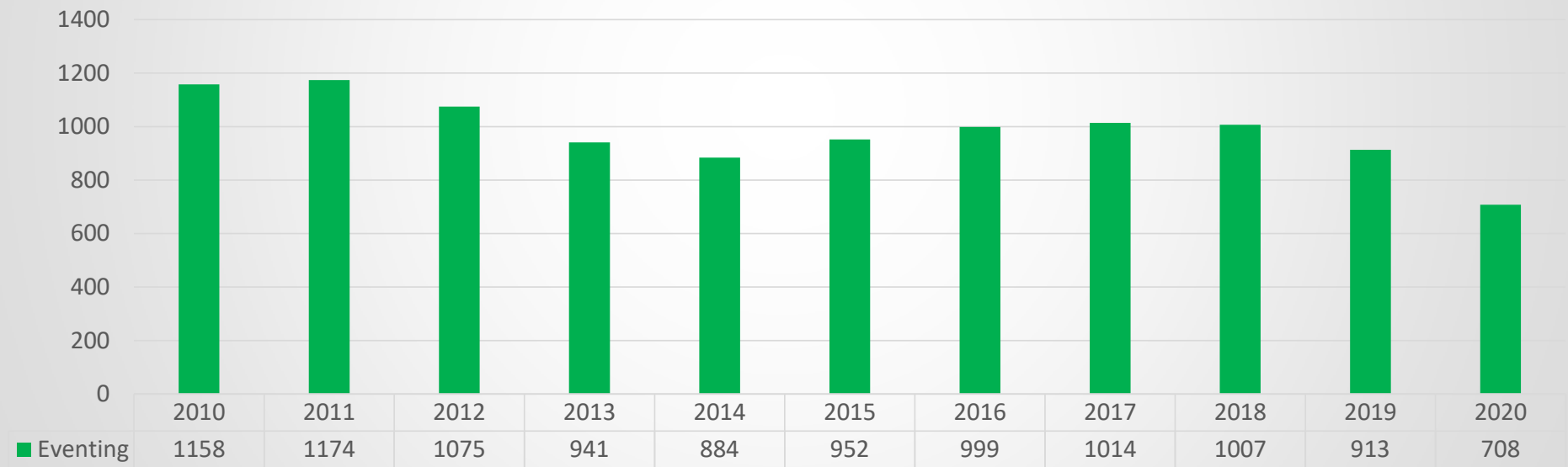


REGISTRATION BREAKDOWN - ENDURANCE



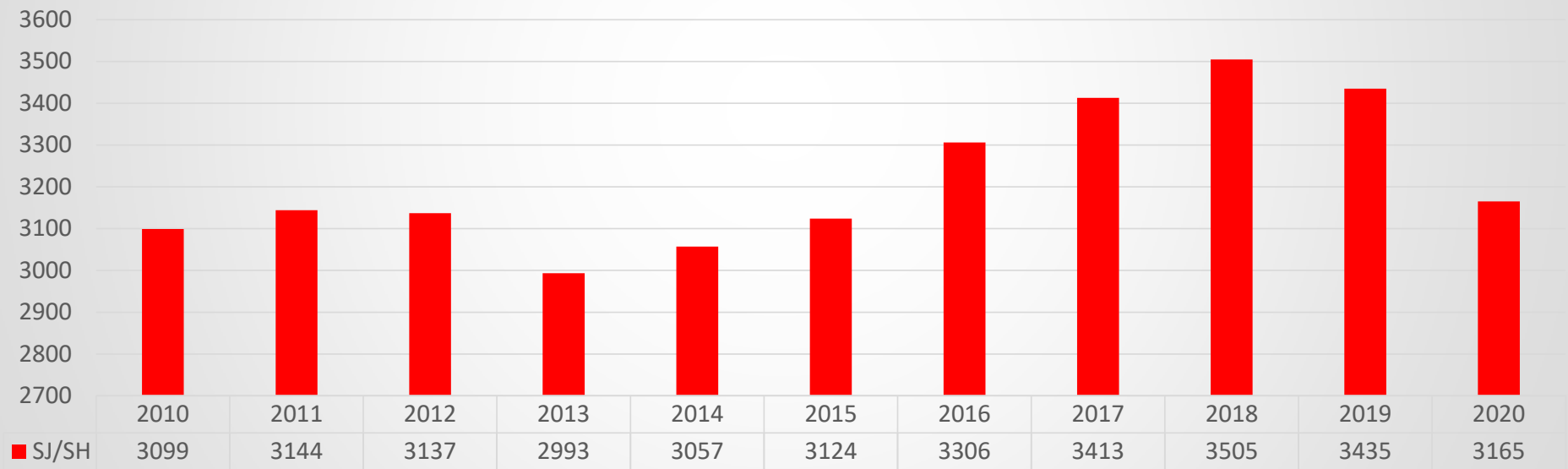
REGISTRATION BREAKDOWN - EVENTING

NUMBER OF EVENTING REGISTRATIONS



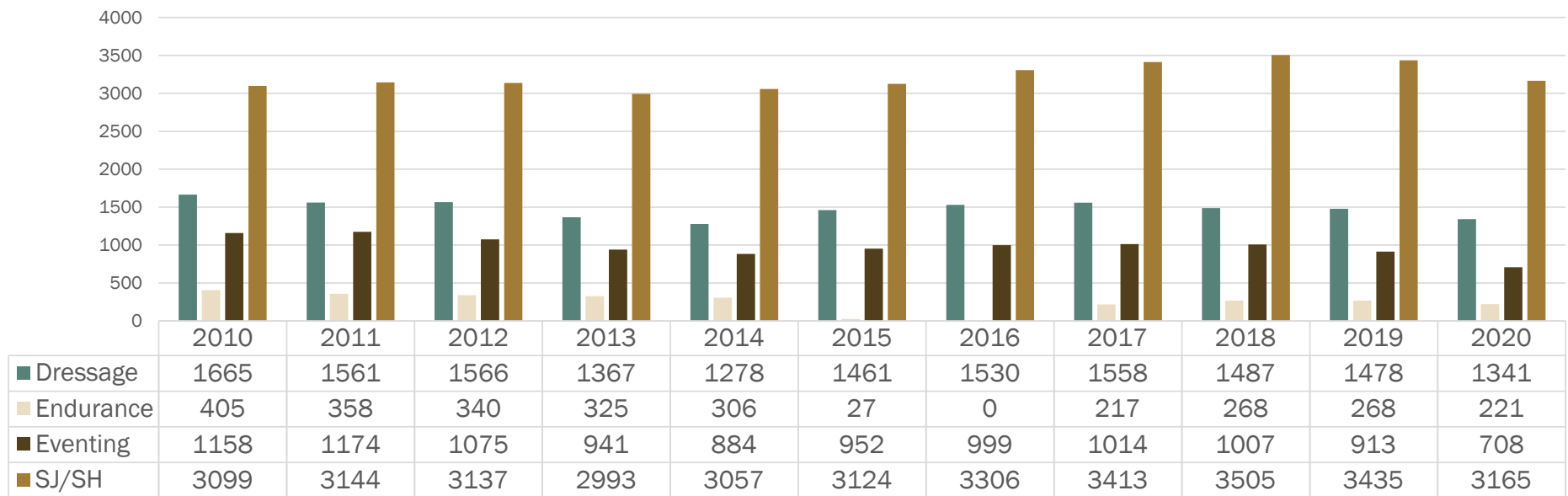
REGISTRATION BREAKDOWN – JUMPING & SHOW HUNTER

NUMBER OF JUMPING/SHOW HUNTER REGISTRATIONS



REGISTRATION BREAKDOWN

NUMBER OF REGISTRATIONS PER DISCIPLINE





CHANGE THE REIN – WHAT IS IT?



A campaign about a conscious change in direction.



A quest for a positive, encouraging and supportive culture in equestrian sport.



Main objective is to create a safe and welcoming culture, fostered by leaders, management, members and anyone who is involved in equestrian sports..



It is clear - unsupportive or inappropriate behaviour is not normal and not accepted.



THREE STAGES



Stage 1
“Rein it in”



Stage 2
“Tighten the Reins”



Stage 3
“Loosen the Rein”

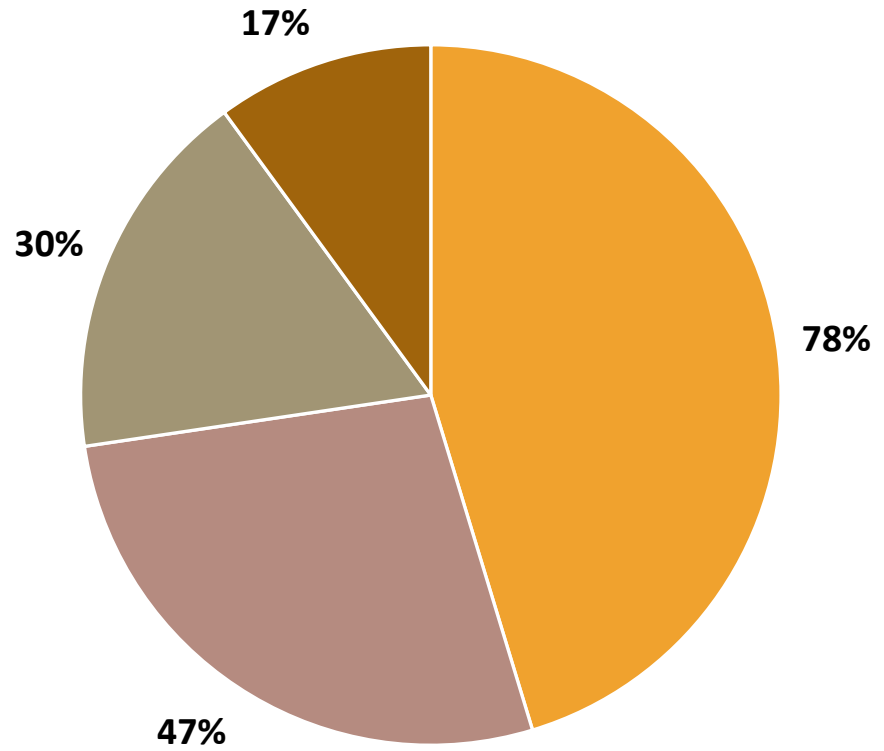


ACHIEVEMENTS TO DATE

- Target audiences and key messages identified
- SurveyMonkey survey developed, promoted, responses in
- Social media campaign instigated with primary focus on the sport's peak event, Horse of the Year 2020
- Campaign launched just prior to and promoted during the Land Rover Horse of the Year in March 2020.
- Campaign video messages conveyed high profile riders at HOY

SURVEY RESULTS

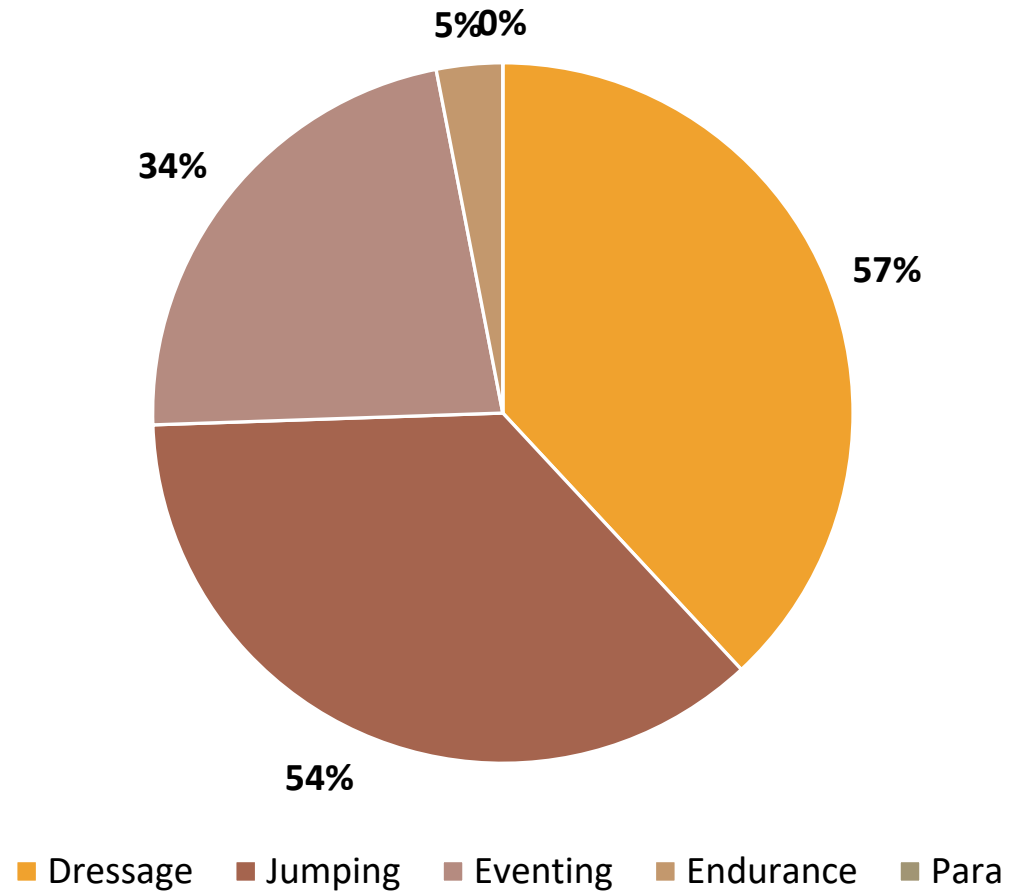
RESPONSE BY INVOLVEMENT



■ Riders ■ Volunteers ■ Parent/Caregiver of Rider ■ Officials

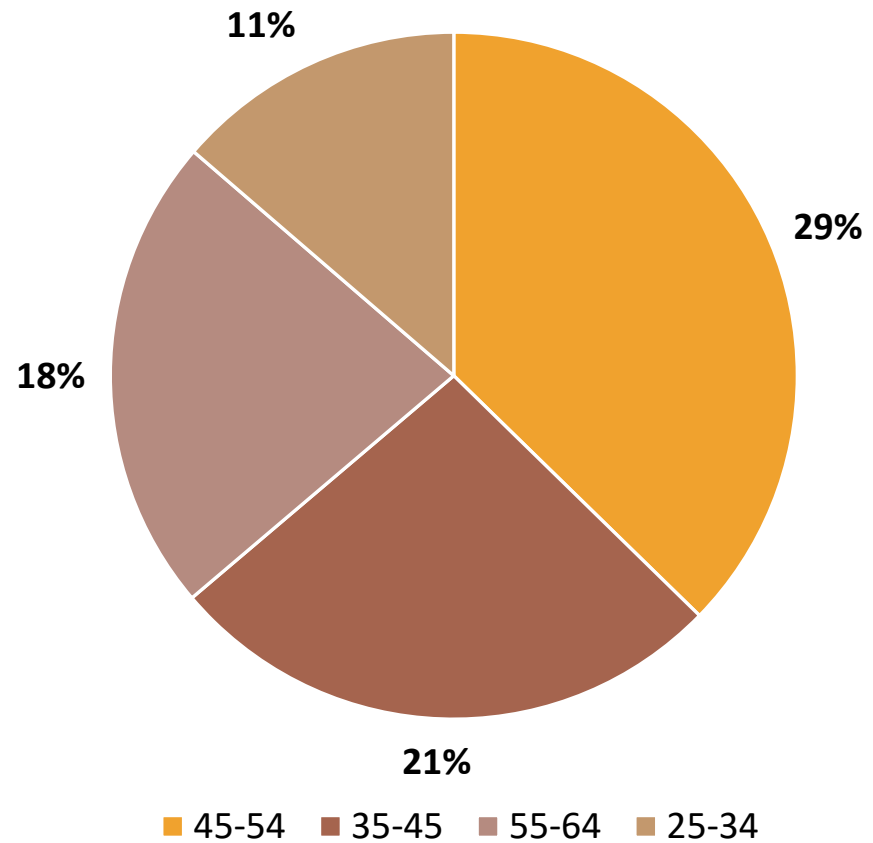
SURVEY RESULTS

RESPONSE BY DISCIPLINE



SURVEY RESULTS

RESPONSE BY AGE BRACKET



DRESSAGE THEMES

The following themes are extracted from analysis of the summary data and comments:

- Most people involved in our sport are positive, supportive and well-behaved. It is a few who are not but their actions have a disproportionately negative impact.
- Not all comments were negative but those who have had negative experiences are more motivated to express their dissatisfaction than those who are generally happy or satisfied.
- Commenters provided constructive suggestions for culture improvement.

Themes:

- Unhelpful, unwelcoming officials/volunteers, particularly for newbies
- Unwelcoming, elitist, cliquey (riders) culture, particularly for newcomers
- Bullying (online and at shows), hypercritical



ENDURANCE THEMES

The following themes are extracted from analysis of the summary data and comments:

- Most people involved in our sport are positive, supportive and well-behaved. It is a few who are not but their actions have a disproportionately negative impact.
- Not all comments were negative but those who have had negative experiences are more motivated to express their dissatisfaction than those who are generally happy or satisfied.
- Commenters provided constructive suggestions for culture improvement.

Theme:

- Vote of 'no confidence' has created hostile, internal culture



EVENTING THEMES

The following themes are extracted from analysis of the summary data and comments:

- Most people involved in our sport are positive, supportive and well-behaved. It is a few who are not but their actions have a disproportionately negative impact.
- Not all comments were negative but those who have had negative experiences are more motivated to express their dissatisfaction than those who are generally happy or satisfied.
- Commenters provided constructive suggestions for culture improvement.

Themes:

- Perception of lack of horse welfare (a number of examples cited in the comments).
- Unhelpful, officials/volunteers, particularly for newbies.
- Unwelcoming, (top level riders, trainers, supporters) culture, particularly for newcomers.
- Sideline critics (commenters also had plenty to say about SJ and Dressage attitudes/behaviour).



JUMPING AND SHOW HUNTER THEMES

The following themes are extracted from analysis of the summary data and comments:

- Most people involved in our sport are positive, supportive and well-behaved. The few who are not have a disproportionately negative impact.
- Not all comments were negative but those who have had negative experiences are more motivated to express their dissatisfaction than those who are generally happy or satisfied.
- Commenters provided constructive suggestions for culture improvement.

Themes:

- Alcohol and drug abuse, particularly among upper level (sometimes underage) young riders, party culture.
- Unpleasant attitudes/behaviour from some young top level riders and their parents/supporters.
- Horse welfare issues.
- Social media bullying.
- Unhelpful, unwelcoming officials.



WHAT'S NEXT?

ESNZ will:

- Co-design and develop targeted resources and support along with the disciplines' leadership.
- Develop a youth voice in the sport to promote engagement with younger members – more to come on this at the AGA in September.
- Promote messages about positive, acceptable behaviour via ambassadors and social media.
- Continue to identify, develop and promote policies and practices which support behaviour change. Social media, code of conduct, drug and alcohol

Discipline Leadership will:

- Work with their groups and clubs to identify unsupportive, negative or inappropriate behaviour.
- Continue with new regulations around safe sport and drugs and alcohol policies, behavioural expectations will be set.
- Individual disciplines, groups and clubs may decide to take specific action and/or develop their own resources; others may decide to work collectively and collaboratively across their own groups/clubs.
- Ideally, share good ideas, activities and resources across all our disciplines.

DATABASE

- The ESNZ board and management decided late last year to end the current contract with the supplier and to start reviewing options for a replacement database.
- The reasons for this were as follows:
 - The current database was not serving the needs of our members or customers
 - It was not performing for staff and is difficult to manage
 - The code is not stable
- The board made the decision that it was not prudent to put sticking plasters on a system that was not delivering and was not sufficiently stable to give confidence.
- Dedicated project manager Kate Brown and National Operations Manager Emma Gowan have been working on the new spec as well as researching existing SASS products.
- ESNZ is committed to ensuring the replacement is a good fit and is backed by a strong technical partner supporting it into the future.

DATABASE

What is happening now?

- A new vendor has been contracted to support the current system.
- Discovery phase and online survey both completed, and findings documented.
- Envisioning workshop to be held end July.
- Project team continues to investigate suitable companies and providers.
- Two ESNZ board appointments have been made – both with significant IT, data and commercialisation experience in NZ corporate environments.

Other things we are working on in terms of the database include:

- A referral system
- A payment option for paying your registrations
- LOTS of Data cleansing during lockdown
- Rebuilding the result profiles on the database
- We are also working to see how we can improve the accurate and timely importing of results going forward.

CONSTITUTION REVIEW TIMELINE

- Working Party established and includes discipline representation – led by Scott (2019) Complete.
- Working Party reviewed and agreed TOR and timeline – complete.
- Reviewed discussion document from previous consultation and addressing key points – complete.
- ESNZ Board and feedback session and strategic session scheduled for end of Sept 2020.
- November 2020– begin consultation and workshops with Area Groups.
- End January 2021 – submissions and survey results reported back to Working Party.
- February 2021 – legal expertise engaged to draft new constitution.
- End March 2021 – Final report and draft constitution available for public consultation.
- End April consultation closes.
- 31 May 22021 – Final report submitted to ESNZ Board.



GENERAL REGULATION CHANGES

ARTICLE 127: AGE DEFINITION AND CLASSIFICATION OF HORSES AND PONIES

1. For the purposes of competing in any ESNZ event, all horses are deemed to have their birth date on 1 August.
2. The minimum age for any horse entered in any event will be determined by the Discipline Board.
3. To compete as a pony in competitions under the Constitutional Rules and Regulations the pony must measure 148cm or under. The owners must be in the possession of an annual or life measurement certificate issued by the Royal Agricultural Society for that pony. A copy of this must be lodged with ESNZ on the pony's file to complete the process.
4. Classification of the height of a pony is up to and not exceeding 148cm. Once a pony is registered with ESNZ it may, if its height changes, be re-registered as a horse, with a current height certificate provided to prove it is now a horse (ie exceeding 148cm). However, once re-registered as a horse it cannot be registered again as a pony.
5. Classification of a horse is height over 148cm. Once a horse is registered with ESNZ it may, if its height changes, be re-registered as a pony, provided it has a current RAS Height Certificate or Life Certificate. However, once re-registered as a pony it cannot be registered again as a horse
6. Once a horse/pony has been measured and issued with a Life Height Certificate, it cannot be registered as a different height to what the Life Certificate shows.

ARTICLE 132: ABUSE OF HORSE

1. No person may abuse a horse during an event or at any other time. “Abuse” means an action or omission which causes or is likely to cause pain or unnecessary discomfort to a horse, including without limitation any of the following (to be read in conjunction with the relevant discipline rules):
 - 1.1 To whip or beat a horse excessively;
 - 1.2 To subject a horse to any kind of electric shock device;
 - 1.3 To use spurs excessively or persistently;
 - 1.4 To jab the horse in the mouth with the bit or any other device;
 - 1.5 To compete using an exhausted, lame or injured horse;
 - 1.6 To “rap” a horse;
 - 1.7 To abnormally sensitise or desensitise any part of a horse;
 - 1.8 To leave a horse without adequate food, drink or exercise;
 - 1.9 To use any device or equipment which cause excessive pain to the horse upon knocking down an obstacle.
 - 1.10 Trimming a horse’s whiskers or inner ear hair ~~(to be enforced from 2020)~~
2. Any person witnessing any form of abuse must report it in the form of a ~~Protest if the abuse occurs during an event or as a Complaint, either to the GJ if at an Event, or to the ESNZ CRO if outside of an Event if the abuse does not occur during an event.~~

ARTICLE 136: DISCLAIMER OF LIABILITY

For the purpose of Article 136, ESNZ national **and FEI** officials, must be a minimum age of 18 and must be **a** financial members **of their national federation ESNZ**, as well as meeting any discipline requirements.



PROTESTS (FROM ARTICLE 139)

12. There is no Protest against:
 - a. Decisions of the Ground Jury arising from the field of play, which are final and binding, such as, but not limited to:
 - I. Where the Decision is based on a factual observation of performance during a Competition or the awarding of marks for performance;
 - II. Whether an obstacle was knocked down; whether a Horse was disobedient; whether a Horse refused at an obstacle or knocked it down while jumping;
 - III. Whether an Athlete or Horse has fallen;
 - IV. Whether a Horse circled in a combination or refused or ran out;
 - V. The time taken for the round;
 - VI. Whether an obstacle was jumped within the time; and/or
 - VII. Whether, the particular track followed by an Athlete caused him/her to incur a penalty under the applicable Sport Rules.
 - b. The Elimination or Disqualification of a Horse for veterinary reasons, including non-acceptance of a Horse at a Horse Inspection unless otherwise specified;
 - c. The Elimination or Disqualification of an Athlete for medical reasons/fitness to compete.

ARTICLE 151: PROTECTIVE HEADGEAR

While riding at any showgrounds/competition venue, or ESNZ venue, the use of properly fastened approved, tagged protective headgear will be mandatory. **This includes award ceremonies where riders are mounted.**



ESNZ VOLUNTEER OF THE MONTH REACH

June 2020 - Kirsty Sharapoff,
Eventing


- 8,709 Reach
- 1,363 Engagements

May 2020 – Michelle Paterson,
Dressage


- 4,734 Reach
- 269 Engagements

April 2020 – Gai & Neville Edge,
Jumping

- 8,512 Reach
- 1,111 Engagements


Equestrian Sports NZ
Published by Michelle Taylor [?] · June 15 at 7:30 PM ·

Outstanding communication skills are just one of ESNZ's June Volunteer of the Month Kirsty Sharapoff's contributions to our sport. She "absolutely leads by example" when it comes to attending working bees, meetings etc and being positive. She packs so much into her day, remembering that she is a fulltime teacher as well as competing, giving back to the sport and supporting younger riders. Read all about Kirsty here <https://www.nzequestrian.org.nz/.../kirsty-sharapoff-congrat.../>



8,709 People Reached

612 Reactions, Comments & Shares

393 Like	225 On Post	168 On Shares
132 Love	63 On Post	69 On Shares
2 Haha	0 On Post	2 On Shares
77 Comments	43 On Post	34 On Shares
8 Shares	8 On Post	0 On Shares

752 Post Clicks

59 Photo Views	215 Link Clicks	478 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts



**ESNZ VOLUNTEER OF
THE MONTH FOR JULY
GEORGE GALE**

A landscape photograph featuring two horses in a grassy field. The horse on the right is a brown horse with a light-colored mane and tail, facing left. The horse on the left is partially obscured by a semi-transparent brown rectangle. In the background, there are rugged mountains with significant snow cover under a cloudy sky. The text "IT'S A BRAVE NEW WORLD...." is overlaid in white on the brown rectangle.

**IT'S A BRAVE
NEW WORLD....**

A close-up photograph of a white horse's head, focusing on its eyes and mane. The horse has a dark brown mane and eyes. The background is blurred, showing some foliage.

**PEOPLE MAY NOT
REMEMBER EXACTLY
WHAT YOU DID, OR
WHAT YOU SAID, BUT
THEY WILL ALWAYS
REMEMBER HOW
YOU MADE THEM
FEEL.**