



EVENTING

**ESNZ EVENTING
CONFERENCE &
ANNUAL GENERAL MEETING
2021**



We wish to acknowledge our Eventing Sponsors for their support.





ESNZ Eventing Conference & AGM 2021

will be held on Saturday 26 June
Chancellor Room 6, James Cook Hotel, Wellington

DRAFT Timetable

Saturday 26 June

9.00am - 9.30am	Registration and tea and coffee on arrival
9.30am - 11.00am	Welcome People for the Future Officials Development Area Volunteer Awards
11.00am – 11.15am	Morning Tea
11.15am – 11.45am	High Performance Presentation
11.45am – 12.15pm	Combined Discipline Session
12.15pm – 1.00pm	Lunch break
1.00pm – 2.45pm	Eventing Annual General Meeting
2.45pm – 3.00pm	Afternoon Tea
3.00pm – 3.30pm	Eventing Board Structure
3.30pm – 4.00pm	Teams Series Introduction Alternative Oceania
4.00pm – 4.30pm	Calendar – Spring 2021 and Autumn 2022
4.30pm – 5.00pm	Eventing Awards – Series and Special Awards
5.30pm – 7.00pm	Hall Of Fame Cocktail Function and Awards Evening

We welcome everyone to attend free of charge.



AGENDA

ANNUAL GENERAL MEETING of ESNZ Eventing

To be held: Chancellor Room 6, James Cook Hotel Grand Chancellor, The Terrace, Wellington

Saturday 26 June 2021 at 1.00pm

1. Welcome from the Chairman ESNZ Eventing (Margaret Evans)
2. Confirmation of Voting Delegates
3. Confirmation of minutes of the meeting of the Annual General Meeting, 25 July 2020
4. Matters Arising
5. Annual Reports
 - 5.1 Report Presented by Chairman Margaret Evans
 - 5.2 Financial Report 2020/21
 - 5.3 Report of the Eventing Sport Manager Eliza Johns
 - 5.4 Report of the Technical Chair Hamish Butler-Gallie
 - 5.5 Report of the High Performance General Manager Jonathan Paget
 - 5.5.1 Report of the National Eventing Selectors
 - 5.6 Reports of the National Equestrian Centre Representatives
 - 5.6.1 Report of the NEC Chch Representative Nick Pyke
 - 5.6.2 Report of the NEC Taupo Representative Jenny Draper
 - 5.7 Report of the Chair of the NZ3DE Subcommittee Graham Fox
 - 5.8 Report of the Organising Committee Representative Rosie Edwards
 - 5.9 Report of the Rider Representatives Heelan Tompkins/Lydia Truesdale
6. Election of Board Members
Acknowledgement of Elected Board Members
 - Margaret Evans
 - Grant PorterRatification of Appointed Board Member;
 - Shannon GallowayAcknowledgement of Appointment of Technical Advisory Group Members
 - Hamish Butler-Gallie – National Safety Officer
7. Notices of Motion
8. Board Member Remuneration
9. Appointment of 9 Voting Delegates to the ESNZ AGA - 28 September 2021
10. General Business
11. Meeting Close



EVENTING

ESNZ Eventing Annual General Meeting

Draft Minutes

10.45am 25 July 2020

Location: Chancellor 6, James Cook Hotel Grand Chancellor, Wellington

1. Welcome/Apologies

The Chair opened the meeting by welcoming all Eventing board members, voting delegates and Observers to the Annual General Meeting.

Present

Margaret Evans	Chairperson
Raewyn Eastwood	Deputy Chairperson
Clive Long	Board Member
Leonne Jones	OC Rep
Maree Burnett	Board Member
Jane Callaghan	Board Member
Heelan Tompkins	North Island Rider Rep
Lydia Truesdale	South Island Rider Rep
Eliza Johns	Sport Manager
Graham Fox	Board Member
Hamish Butler-Gallie	TAG Chair and National Safety Officer
Susan Geddes	Steward Liaison
Jenny Draper	Delegate (Waikato) & Judges Liaison
Wendy Lansdown	Delegate (C&SHB) & TD Liaison
Simon Bennett	High Performance Director
Linda Huitson	Observer (Taranaki)
Anna Gray	Delegate (Northland)
Jim Hoddinott	Observer (Wellington)
Susan Grayling	Delegate (Taranaki)
Diane Gilder	Observer (Auckland)
Campbell Draper	Delegate (BOP)
John McGiven	Observer (Waikato)
Denise McGiven	Observer (Waikato)
Stuart Bishell	Delegate (SCNO)
Jean Edney	Delegate (NHB)
Graeme McCrory	Observer (NHB)
Helen Christie	Observer (Southland)
Bernie Hewitson	Delegate (Southland)
Vicki Glynn	Delegate (Auckland)

Tinks Pottinger	Delegate (Wairarapa)
Judy Haskell	Observer (Wellington)
Amanda Pottinger	Observer (NHB)
Sonya Mason	Delegate (Wellington)
David Gibbons	Delegate (Central Districts)

Jock Paget	High Performance Leader
Clarke Johnstone	Observer (Waikato)
Madison Crowe	Observer (Waikato)

Apologies read from

Nick Pyke
Rosie Edwards
Virginia Caro
Richard Sunderland
Jennifer Millar
Todd Gloyn
Susan O'Brien
Kevin Sapsworth
Mitty Forsyth
Anna Jones
Lauren Tippet
Erika Herries

Moved: apologies be accepted

Moved: Stuart Bishell
Seconded: Jean Edney

2. Obituaries

Tiny White
Tony Webb
Peter Morris

Three members were remembered with one minute silence for their contribution to ESNZ and Eventing over a significant time period.

3. Voting Delegates

The Chair confirmed those members present that have the right to vote;

- There were 12 voting delegates present; Anna Gray (Northland), Vicki Glynn (Auckland), Jenny Draper (Waikato), Campbell Draper (BOP), Susan Grayling (Taranaki), David Gibbons (Central Districts), Jean Edney (NHB), Wendy Lansdown (C&SHB), Sonya Mason (Wellington), Tinks Pottinger, (Wairarapa), Stuart Bishell (South Canterbury, North Otago), Bernie Hewitson (Southland)
- There was 1 Proxy Vote present: Stuart Bishell for Canterbury
- There were 7 voting members of the Eventing Board present

- The North Island and South Island Riders Reps were present.
- The South Island OC Rep was present.

Moved: Marg Evans
Seconded: Maree Burnett
Carried

4. Confirmation of minutes of the AGM, 29 June 2019

Moved: that the Minutes from the AGM 29 June 2019 were a true and correct record.

Moved: Wendy Lansdown
Seconded: Tinks Pottinger
Carried

5. Matters Arising

There were no matters arising.

6. Annual Reports

6.1 Chairman's report

The Chair presented her annual report for 2019-2020 which focused on the three pillars of the strategic plan – Competition Pathway – Sustainability – Connections and how the Board and the subcommittees' activities and initiatives related to and tied back to these.

During the report, at points in the strategic plan when referral was made to activities completed by, or the responsibility of individuals or subcommittees, then those reports were presented to provide a more interactive and engaging presentation. This resulted in the Chair report concluding at the end of all the reports (noted for meeting process reference)

A key focus of the Board over the year has been Connections and Sustainability and Raewyn Eastwood presented a high level overview of the Financial Sustainability Strategy and Plan which she recently completed. The chair noted special thanks to the Organisation Committees and Area Groups who had provided their accounts and detail of their event budgets for the analysis included in the sustainability work.

Thanks and appreciation were also extended to Board members, Sport Manager Eliza Johns, members of the subcommittees, officials, organising committees and all volunteers.

Moved: The adoption of the chair report

Moved: Margaret Evans
Seconded: Tinks Pottinger
Carried

6.2 Financial Report

The Sport Manager presented the financial report for 2020 financial year.

The financial result reported was a surplus of \$15,530

- Income was down on budget and was influenced by three key points;,
 - cancellation of nine autumn events due to Covid – approximately \$38,000 in start levy income,
 - reduction in sale of annual starts in April and May due to Covid – approximately \$10,000 in discipline annual start income,
 - reduced start numbers over Spring 19 and Autumn 20 events – approximately 200 starts across the same events in 2018-2019.
- Board costs were down on budget as Board travel and meeting costs were replaced by online zoom meetings due to Covid.
- Technical Advisory Group costs were down on Budget, mainly due to reduced costs in Officials Development as many planned activities did not take place in 2020 Autumn due to Covid.
- Operational Costs were on budget.
- Despite Covid impacting the 2020 result, the sport ended the financial year with an increase of \$6,000 in accumulated funds.

Moved: the adoption of the 2019-2020 financial report

Moved: Eliza Johns

Seconded: Maree Burnett

Carried.

The 2020-2021 draft budget

The budget for the 2021 financial year was presented in draft form as it is still to be approved by the ESNZ Board.

- Annual Start and Start Levy income has been budgeted at a 20% decrease on 2020 financial year. The Board has decided to take a conservative approach as a result of Covid, not knowing what effect it may have on participation.
- As a result, department budgets have been reduced, particularly the meeting and travel budgets. All TAG meetings and half of the Board's meetings are planned to be held by zoom.
- NZ3DE has budget support of \$8,000 for 2021 event.

6.3 Sport Manager's Report

The Sport Manager presented her financial report for the 2019-2020 season with the following points noted;

- Special thanks to all attendees at the AGM,
- Recognition of the OCs who were ready to deliver events that were unfortunately cancelled as a result of Covid.

- A note of thanks to Canterbury and Bay of Plenty for hosting the Junior and Young Rider Three Day and One Day champs respectively and congratulations to Lucy Turner and Ella Morshuis for their double wins in both.
- Congratulations to the six national series winners, the winners and placegetters in the TiES series and the winners of the Style Prizes across the season. Thanks noted to The Rider Shop and Rangiora Equestrian Supplies for their sponsorship of the XC Style Prize Initiative.

Moved: The adoption of the Sport Manager's report

Moved Eliza Johns
Seconded Tinks Pottinger
Carried

6.4 Technical Advisory Group Report

Chair of the technical advisory group, Hamish Butler-Gallie presented the Technical report noting the upcoming rules changes, specifically the introduction of the Conflict of Interest rule for officials to help OCs identify potential conflicts and plan accordingly ahead of events. The officials seminar schedule has been decided for the next three years which will allow officials to plan their seminar attendance. The introduction of body protector standards which come into effect 1 August 2020.

The TAG Chair thanked the other members of the group.

It was noted from the floor that it would be a great help to OCs and Officials to have the event paperwork available online to reduce the need for scanning.

Moved: The adoption of the Technical report

Moved Hamish Butler-Gallie
Seconded: Susan Geddes
Carried

6.5 High Performance Report

The High Performance Director (HPD), Simon Bennett, and Performance Leader Jock Paget presented the High Performance Report for 2020. First Simon Bennet spoke and thanked the team members and specifically the riders for the flexibility they showed following postponement of the Tokyo Olympics.

Jock Paget then talked to the programme and how it operates, particularly the use of IPPs (individual performance plans) and how this drives programme content which changes year on year depending on what the athletes highlight as required by them to improve their performance. Ten performance camps are delivered across the year.

The HPD concluded by recognising the contributions made by High Performance Sport New Zealand and Sport New Zealand for their support and funding of the programme.

Moved: The adoption of the High Performance report

Moved: Simon Bennett

Seconded: Lydia Truesdale

Carried

6.6 Selectors Report

Vicki Glynn tabled the selectors report on behalf of the national performance selectors.

There were no questions.

Moved: The adoption of the Selectors report

Moved Vicki Glynn

Seconded: Wendy Lansdown

6.7 Organising Committee Representative Report

Leonne Jones (SI OC Rep) tabled the OC Rep report on behalf of herself and Rosie Edwards.

Moved: The adoption of the OC Rep Report.

Moved: Leonne Jones

Seconded: Jane Callaghan

6.8 NZ3DE Championship Subcommittee Report

Graham Fox as chair of the NZ3DE Subcommittee tabled the report.

Moved: The adoption of the NZ3DE Subcommittee report.

Moved: Graham Fox

Seconded: Jane Callaghan

6.9 National Equestrian Centre Representative Report

Jenny Draper tabled the Taupo NEC Rep Report as read

Moved: The adoption of the Taupo NEC Rep Report

Moved: Jenny Draper

Seconded: Leonne Jones

The South Island National Equestrian Centre Representative Report was taken as read.

6.10 Riders Rep Report

Moved the adoption of the Riders Rep Report

Moved: Lydia Truesdale

Seconded: Leonne Jones

7. Election of Board Members

No elected positions up for rotation in 2020.

7.1 Ratification of Appointments

The Chair addressed the meeting regarding appointed member Maree Burnett who the Board is seeking to reappoint for a further three year term, 2020-2023.

The Chair called the voting delegates to ratify the appointment of Maree Burnett to the Eventing Board for a three year term.

Unanimous

The chair recognised the appointment of Wendy Lansdown as Technical Delegate Liaison for a three year term, 2020-2023 and also the reappointment of Susan Geddes as Steward Liaison for a 12 month period 2020-2021 on the Technical Advisory Group.

8. Remits

8.1 Hoof Boots in Dressage

It was noted that the remit as presented was not clear and therefore some Areas Groups were not prepared to vote either way.

The rule as decided at the ESNZ Dressage AGM was discussed but as this differed from the remit presented to ESNZ Eventing Delegates it was unable to be voted on.

The chair asked the delegates to vote on the remit as presented.

The meeting voted

3 For

11 Against

5 Abstained

7.2 Medical Standards

The delegate from Central & Southern Hawkes Bay spoke on behalf of C&SHB and Wairarapa – the two Areas Groups that had proposed and seconded the remit. The Delegate advised the meeting that the remit was being withdrawn to allow time for ESNZ to complete the review of the medical standards within the ESNZ General Regulations. These could then be replicated in the ESNZ Eventing Rules for Dressage and Jumping test should the ESNZ Eventing Board decide.

The remit was withdrawn. There was no vote.

9. Board Member remuneration

The chair explained to the meeting that currently there is no remuneration for board members and proposed no change for the coming year.

Moved: That the board remuneration stays at the current level

Moved: Maree Burnett

Seconded: Clive Long

Carried

10. Appointment of Nine voting Delegates for attendance at the ESNZ AGA 29 September 2020

It was announced that the Equestrian Sports New Zealand Annual General Assembly will be held on 29 September in Wellington.

The Delegates chosen were:

- Margaret Evans
- Raewyn Eastwood
- Maree Burnett
- Graham Fox
- Clive Long
- Jane Callaghan
- Heelan Tompkins
- Leonne Jones
- Lydia Truesdale

The chair moved that the nine members above are accepted as Voting Delegates to attend the ESNZ AGA.

Moved Margaret Evans

Seconded: Maree Burnett

Carried

11. General Business

With no further business the Chair thanked everyone for their attendance and declared the meeting closed at 12.30pm.

5. ANNUAL REPORTS



Abigail Long rides Cruising Guy, DVS Home Ventilation CCI4-L, NZ3DE 2021. Photo: Sarah Lord/Kampic*

Eventing Chair Report

To: ESNZ Eventing Delegates
From: Margaret Evans
Date: June 2021

It is my pleasure to welcome all delegates and attendees to the ESNZ Eventing AGM in Wellington and to present this Annual Report. As a Board we appreciate this opportunity to get together with you both formally and informally as representatives of your Area Groups. As was the case last year, it has been a challenging year with a pandemic affecting what we do and how we do things, so we have all come to appreciate these in-person opportunities to meet and exchange views and discuss matters. This year we have the additional bonus of meeting at the same time as Jumping, Show Hunter, Endurance and Dressage also holding their AGMs, providing a welcome shared session, as well as the chance to meet socially throughout the weekend.

As we did in 2020, this year we again present our annual summary with a focus on the implementation of our Strategic Plan. This Chair Report forms part of the wider Board summary, with additional reports, included in this publication, to cover all of those groups within, and liaising with, our Board.

Our Board and Key Stakeholders

There were some changes to our Board membership during the year. Shannon Galloway joined us as an Appointed Member in August, and in May, Maree Burnett (Appointed member and ESNZ Board rep) and Leonne Jones (South Island Organising Committee rep) both resigned.

The 2020-2021 Board members and their designations were:

- Raewyn Eastwood: Appointed; Vice Chair
- Maree Burnett: Appointed; ESNZ Board Representative (resigned May 2021)
- Graham Fox: Elected; Chair NZ3DE Subcommittee
- Jane Callaghan: Elected
- Rosie Edwards: North Island Organising Committee Rep
- Leonne Jones: South Island Organising Committee Rep (resigned May 2021)
- Clive Long: Elected
- Heelan Tompkins: North Island Rider Rep
- Lydia Truesdale: South Island Rider Rep
- Shannon Galloway (Appointed August 2020)

Sport Manager:

- Eliza Johns

NZ High Performance Team (HP):

- HP General Manager: Jock Paget (appointed December 2020)
- Eventing HP Leader: Penny Pearce

- High Performance Operations Manager: Warrick Allan
- National Performance Selectors: Mitty Forsyth, Vicki Glynn, Nick Pyke

Technical Advisory Group (TAG):

- Chair and National Safety Officer: Hamish Butler-Gallie
- Steward Liaison: Susan Geddes
- Judges Liaison: Jenny Draper
- Technical Delegate Liaison: Wendy Lansdown
- Course Design Liaison: Tich Massey

Eventing National Equestrian Centre (NEC) Representatives

- Christchurch NEC: Nick Pyke
- Taupo NEC: Jenny Draper

Taupo XC Working Group

- Jenny Draper
- Jock Paget
- Rowan Armer

ESNZ Board Chair: Lynda Clark

ESNZ CEO: Dana Kirkpatrick (resigned March 2021)

ESNZ CEO: Julian Bowden: (commenced June 2021)

Our Strategic Plan

This year the Board has continued their focus on the initiatives set out in the Strategic Plan.

The 3 pillars of the Plan – **Competition Pathway – Sustainability – Connections** – are interconnected and illustrate the complexity of our sport and how we rely on many groups and individuals to make it happen. The Organising Committees, the Technical Advisory Group, High Performance, Sport Manager, Officials, Volunteers, Riders, Equestrian Sport NZ (ESNZ), Selectors, the FEI and more, all contribute to the Strategic Plan.



EQUESTRIAN SPORTS
NEW ZEALAND

ESNZ Eventing

Strategy 2020-21

Our Purpose ESNZ Eventing exists to give all event riders, from grassroots through to elite, a safe and inspiring experience.

Our Values Welfare of the horse, integrity, Excellence, Unity, Fair Play, Respect



Strategic Outcomes

Competition Pathway

A clear competition pathway provides a safe & inspiring experience for all levels of event rider.

Sustainability

Eventing is a financially resilient & sustainable sport underpinned by innovative competition formats, a growing membership, & strong funding partnerships.

Connections

We are a connected eventing community that works effectively together

Strategic initiatives

More quality events & attracting more riders

Annual plan for competition calendar that addresses participation and performance needs

International opportunities

International exchange - Oceania

Welcome to eventing

Innovative competition and training formats, incentives to grow grassroots/ Encourage new riders with "intro to eventing" programme.

Vibrant organising committees

Organising committees are supported by practical resources, reliable, successful mentors with access to well-trained officials, efficient ESNZ database and a helpful Sport Manager

Safe and enjoyable

Approachable officials that are supportive of riders getting "home".

Health & Safety framework

Providing safe, fun competitions that build a strong participation base and encourage athletes for the future.

International success

A world class high performance programme that supports kiwis dominating Eventing podiums internationally.

Leadership

Eventing is strongly-led, effective & efficient, underpinned with sound governance practices.

New commerical partnerships

Mutually beneficial commercial partnerships contribute to Eventing's financial resilience.

Fit for purpose facilities

NEC relationship & leveraging other quality courses and training venues.

People for the future

Succession planning by providing a development pathway that caters to all level of official and ensures ESNZ Eventing events are delivered to a high standard.

Financial sustainability

An appropriate contribution from all participants and a sound and practical funding model for event organisers.

Performance pathway

Introduction to Eventing, teaching athletes to ride safely and be competition ready so they remain in the sport for years to come. Developing programmes for athletes to upskill from first start competitions to elite level.

ESNZ, FEI, NZPCA, Organising Committee, Athletes, High Performance

Successful HP programme that is connected to the domestic scene; integrated with eventing development pathways, resonating with grassroots event riders, & supporting communications & sponsorship plans.

Engaged & valued volunteers

Support and empower our volunteers ensuring their contribution is acknowledged & valued.

Targetted communications

Deliver effective communication that services all stakeholders & builds Eventing's profile.

Strong networks

Having the right conversations with the right people which include -

Inter-Schools competition, HOY, Parents, Funding partners. Public and wider sport community

Facilitate our best officials achieving international qualification and encourage them to officiate at top level international events

Please note that specific goals of our strategic plan are shown in *italics* herein.

Pillar 1.

Competition Pathway. This captures what we wish to provide as a sport to all our current and future members, irrespective of level. In the year to date, the Board has addressed the following:

- a. *More quality events & attracting more riders. Annual plan for competition calendar that addresses participation and performance needs.*

The Board continues to work on a number of initiatives, particularly with the help of the Board Rider Reps, Lydia and Heelan, with respect to attracting more riders, making the transition from Pony Club to ESNZ Eventing easier and more welcoming to riders and parents, and offering other opportunities for riders to try eventing. The “Welcome to Eventing Booklet” continues to be very well received. The Riders Rep report will describe other initiatives they have developed recently for encouraging and supporting riders and the eventing year in summary is given in Eliza’s Sport Manager’s Report.

The introduction by the Board of a Style Prize, awarded at each event - recognizing a rider competing at 105 cm and below who shows skill riding cross country - has been well received and we are grateful for the Rider Shop/Rangiora Equestrian for their sponsorship of the award.



The Board continues to actively engage with Organising Committees (OCs) through Eliza as Sport Manager, Lydia and Heelan as Rider Reps, and High Performance (HP) to develop a calendar that best meets the requirements of the riders. It is becoming increasingly challenging, especially in the autumn, to avoid clashes with other events, and have dates that work with OCs and their wishes/constraints. The Board is considering taking a different approach in an attempt to avoid conflict and develop a workable solution in what is a very full calendar. This will be discussed at the AGM.

- b. *International opportunities.*

The pathway to providing NZ-based riders with opportunities to compete internationally is multi-tiered and begins at entry level and encouraging new riders through to the calendar providing quality events at the highest level. It involves the whole sport including OCs, officials, course designers and High Performance. The last 18 months has been a challenge for riders wishing to leave NZ and compete overseas, but the Board remains committed to providing this pathway. We were pleased to see the recent performances in Australia and the UK from riders who have travelled from NZ in recent weeks.

- c. *International exchange – Oceania.*

The Board takes an active role in the planning and hosting of the Oceania competition, last held in Taupo in 2019. Due to unstable border restrictions, the plan to run the competition in Australia 2021 has been abandoned. Discussions continue with HP and with Equestrian Australia as to next year’s plan. It is a significant cost to Eventing so several options are being explored.

d. *Welcome to eventing.*

The “Welcome to Eventing” booklet is available to all OCs, is on the website, and we encourage OCs to make this available to first-timers at their events via email.

https://www.nzequestrian.org.nz/wp-content/uploads/23118-ESNZ-Eventing-Guide-Printing_WEB.pdf

*Innovative competition and training formats, incentives to grow grassroots/
Encourage new riders with “intro to eventing” programme.*

As above, and in the Riders Rep Report, the Board continues to look at new initiatives and communicate with the OCs.



Brooke Chandler winner of the Chair & Vice Chair rug and rosette for best performed “First Timer” at the National Three Day Event, Taupo, 2021, presented by Raewyn Eastwood, Eventing Board Vice Chair. Photo: Diana Dobson.

e. *Vibrant organising committees.*

OCs are acknowledged by the Board as being critical to the delivery of our sport. Last year’s OC Workshops led by Rosie and Leonne as OC Reps were well received and the Board has plans to provide more of these in the coming year (see OC Report).

Organising committees are supported by practical resources, reliable, successful mentors with access to well-trained officials, efficient ESNZ database and a helpful Sport Manager.

Support for the OCs is a focus of our Board, as we wish to make sure that the sport has adequate trained officials, who are supported and mentored appropriately. We are working with TAG in development of a system to ensure this happens which we believe will assist officials and OCs in delivery of the sport, and an update on progress on “People for the Future” is to be presented to the AGM and also in the TAG report.

The database is under development by ESNZ with an expected completion date of July 2021.

f. *Safe and enjoyable.*

All events provide reports on falls, concussion and other medical information, which are recorded and monitored. Hamish Butler-Gallie as National Safety Officer, continues to implement overseas recommendations regarding safety as required – see TAG Report.

Approachable officials that are supportive of riders getting “home”.

See TAG Report.



Officials at Eventing Canterbury FEI Three Day Event, October 2020.

L-R: Bruce Taylor (FEI Vet Delegate), Hamish Butler-Gallie (FEI TD), Margaret Evans (Event Director), Helen Christie (President FEI Ground Jury), Anna Jones (Eventing Canterbury Chair)

g. *Health & Safety framework.*

A comprehensive Health and Safety Plan was developed by the Eventing Board after the introduction of the new Act. This is available, plus modifications and other material, on the ESNZ website: <https://www.nzequestrian.org.nz/safety/resources-for-area-groups-ocs/>.

The Board has recently purchased a bulk order of MIM clips which are due to arrive in NZ in early June, these will be made available for purchase by OCs and Course Designers . We thank Antoinette & Rhys Powell for their generosity in freighting these to NZ.

Providing safe, fun competitions that build a strong participation base and encourage athletes for the future.

As per a and b above.

Aligned to Health and Safety, is the safety and welfare of horses. The Board is pursuing an initiative which we hope will lead to all OCs having access to the “NZ Horse Ambulance Trust’s” <https://horseambulance.co.nz/>) horse ambulance’s at their events. A paper on this project will be presented at the AGM, outlining the proposal, developed in consultation with the Horse Ambulance Trust. The objective is for ESNZ Eventing to purchase an ambulance and tow vehicle to add to the Trust’s fleet of 11, and by so doing allow Eventing to join the racing codes in having these ambulances available at their competitions. This project involves considerable fund-raising but if achieved, will ensure that Eventing is prioritising the welfare of the horse, in line with the FEI’s “Equine Welfare Code of Conduct”.



a. *International success.*

Our international based riders continue to excel and make us proud, even in a year where competition opportunities have been extremely limited. We are hoping that the situation in relation to the world-wide pandemic allows the now re-scheduled Olympic Games to run in 2021.

Pillar 2. Sustainability. This pillar recognises the need for our sport to be financially resilient, by building competitor numbers, having relevant competitions, attracting sponsorship, and the retention of competitors, volunteers and officials.

a. *Leadership. Eventing is strongly-led, effective & efficient, underpinned with sound governance practices.*

Led by Raewyn, this has been a focus for our Board this year. As part of this, an update on future Eventing Board structure is to be presented at this AGM.

b. *New commercial partnerships. Mutually beneficial commercial partnerships contribute to Eventing's financial resilience.*

This is an on-going challenge to the Board and to eventing, and during the year Shannon was appointed to the Board to lead this work. Negotiations with potential sponsors are in progress and we hope these will be in place during the up-coming year.

Fit for purpose facilities.

NEC relationship & leveraging other quality courses and training venues.

The significant developments at both NECs are detailed in their respective reports. We are indebted to the committees at the two NECs (Taupo and Christchurch) who work hard to continue developing these great facilities which are very important to our sport.

c. *People for the future. Succession planning by providing a development pathway that caters to all level of official and ensures ESNZ Eventing events are delivered to a high standard.*

At the 2019 AGM workshop, delegates provided feedback on what were the most important things for OCs, and after financial sustainability (a report on which was presented at the 2020 AGM by Raewyn) succession planning and people for the

future was the next most important thing recognized. The Board has been working with TAG on initiatives for recruiting, training and retaining officials, and an update will be given at the AGM. (see also TAG Report).

- d. *Financial sustainability. An appropriate contribution from all participants and a sound and practical funding model for event organisers.*

This was a major focus for the Board last year as our current Board recognized from the 2019 AGM workshop this was of critical importance to OCs. Led by Raewyn, the end of year financial information supplied by OCs/Areas for the past two years was analysed. This work was reported in full by Raewyn at the 2020 AGM, and all OCs this year have received a summary document.

- e. *Performance pathway. Introduction to Eventing, teaching athletes to ride safely and be competition ready so they remain in the sport for years to come. Developing programmes for athletes to upskill from first start competitions to elite level.*

Covered in Part 1.

Pillar 3. Communication. This is an important pillar as Eventing is a complex sport and good communication between the Board and all stakeholders is integral to achieving the best outcomes. The Board's challenge is to ensure that each of these stakeholders feels engaged, rewarded and appreciated and part of a united team.

Our stakeholders are: HP, ESNZ, FEI, NZPCA, Organising Committees, Athletes, High Performance, TAG.

- h. *Successful HP programme that is connected to the domestic scene; integrated with eventing development pathways, resonating with grassroots event riders, & supporting communications & sponsorship plans (see HP Report).*

The Board recognizes that communication across HP and all stakeholders is very important for the sport, and the Board continues to have regular communication with all these groups. The ESNZ CEO attends our meetings on a regular basis, and both High Performance and TAG either attend or report on their activities as well as meeting via zoom with Board sub-committees to progress strategic initiatives. Our Athletes communication is through our Board Rider Reps, and Organising Committees through the OC Reps and zoom workshops. FEI communication is through Eliza as Sport Manager. We aim to have a designated Board member attend events throughout the country as we did last year, but it has been more challenging for Board members to attend area AGMs this year. Our sport Manager interacts with all stakeholders on a very regular basis and thus plays a pivotal role in communication throughout the sport. Other communication channels include the 10 Min Box, Facebook and updates and news on the ESNZ website

- i. *Engaged & valued volunteers.*

Support and empower our volunteers ensuring their contribution is acknowledged & valued.

The Board is fully aware that our sport is almost entirely dependent on volunteer input at every level and even at a non FEI horse trial, over 100 volunteers are required to make the event run, and many more to run an FEI competition. We

know that OCs all value their volunteers, and we encourage the nomination of people for recognition such as “Volunteer of the Month” <https://www.nzequestrian.org.nz/?s=volunteer+of+the+month> as well as for our annual awards - ESNZ Eventing Volunteer of the Year which is announced at the time of the AGM. Last year the ‘Dedication to the Sport’ winner was Stuart Ewen, and the “Volunteer of the Year” was awarded award to Gaye and Des Skene, while many other area group volunteers of the year were also recognized for their contributions.

- j. *Targeted communications. Deliver effective communication that services all stakeholders & builds Eventing’s profile.*

This is an area that the Board is currently working on as we recognize the need to promote and report on our sport. ESNZ’s HP media liaison reports on the major competitions and activities within the programme both here and overseas.

- k. *Strong networks.*

Having the right conversations with the right people which include - Inter-Schools competition, HOY, Parents, Funding partners. Public and wider sport community. As a Board we are aware of our role in the equestrian community, and actively engage in talking with people, being accessible, and open to ideas. A closer link with NZPCA is being developed through ESNZ.

- l. *Facilitate our best officials achieving international qualification and encourage them to officiate at top level international events.*

This is promoted by the Board and supported by TAG.

In Memoriam

Eventing Canterbury and the wider equestrian community lost one of their most respected and valued officials with the death earlier this year of Ruth Miles. Ruth qualified as a National show jump judge well over 20 years ago, and since that time has been an integral part Eventing Canterbury’s show jump judging team. Together with her husband Ron she judged at nearly every event that we held – for at least the last 15 years – and both Ruth and Ron were honoured by Eventing Canterbury some years ago with their names added to the Honours Board.

Another wonderful supporter of Eventing Canterbury, Heather Truman, also passed away early this year. Heather not only gave her time as a steward at all the events over many years, she also contributed in many other ways, including, together with her husband Lester, helping at express events, organising the horse ID tags for FEI events, and regularly teaming up in the jump judges box.

Both Ruth and Heather will be greatly missed, and our sport is the poorer for their loss.

Our Challenges

As in my report in 2020, it is impossible for any 2021 end of year report in New Zealand, not to give reference to the Covid-19 pandemic and the impact that this virus has had on our lives. Last year, just days after the spectacle of the Landrover Horse of the Year in March, all equestrian events were cancelled for a period of 3 months and the country went into a lockdown for several weeks. The start of our autumn season in 2020 began encouragingly, with events able to run, albeit under Level

2 restrictions of a maximum of 100 people together at any one time. The OCs impacted showed great adaptability and perseverance to be able to re-format their events to meet these criteria. As we moved into the autumn season our confidence was growing – not only being able to run events without restrictions, but also feeling confident about how the sport would recover from the lockdown. That was suddenly eroded by a change in the rules around hosting events and gatherings, and sadly the Horse of the Year Show had to be cancelled. Such a great loss from the calendar and for all those involved as organisers, sponsors, officials, competitors and spectators. Fortunately, the remainder of the season has been able to proceed, including the National Three Day Championships, which were a casualty last year.

The financial impact of the pandemic continues to have an effect on individual members, area groups and organising committees, and the discipline itself. I continue to be grateful to and admiring of the resilience of our equestrian community.

Farewells

Dana Kirkpatrick, the CEO of Equestrian Sports New Zealand, stepped down in March. We acknowledge and thank Dana for all that she has done for our sport as a whole, and for eventing in particular. We were the grateful recipients of her knowledge, her skills, ability to see the big picture, to get to the point, and the time that she gave. We wish Dana well in her next endeavours.

Maree Burnett who was an appointed Board member since 2018 and our Board's rep on the ESNZ Board, stepped down in May. Maree brought an array of skills to our Board, particularly in the governance area, and we are very appreciative of her guidance and input to our Board as well as her time as our rep on the ESNZ Board. Two other Board members are standing down at the end of their terms. Graham Fox, an elected member for 3 years, has been a valued contributor to our Board, and took on the role of chairing the National Three Day sub-committee and led his team to prepare a great event. Leonne Jones, the South Island OC rep also stepped down in May after her term of 2 years – a job which she was well qualified to perform and so brought this knowledge to our discussions and decisions. On behalf of the Board and wider eventing community, I would like to thank Maree, Graham and Leonne for their time and expertise.

Susan Geddes leaves her position of Steward Liaison on the TAG by rotation. Our thanks to Susan for the many years she has spent in this role and the contribution she made to TAG and our stewarding team throughout New Zealand.

Nick Pyke has stepped down from being a course designer after many years as a FEI 4&3* designer. Nick was a major contributor to the courses at the NEC Christchurch for Eventing Canterbury, not only designing for several events each year, but also supporting and mentoring up and coming designers. Nick also designed elsewhere, including Taupo, and his contribution to the sport has been outstanding and very much appreciated.

Acknowledgements and Thanks

It has been a privilege to have been Chair of ESNZ Eventing for the past two years. I have been fortunate to have a very supportive and hard-working Vice Chair and I acknowledge and thank Raewyn and every Board member for the time they have committed and the energy and varied skills they bring to the table and away from it. We welcome Chris Perkins (OC rep) and Grant Porter

(elected) and look forward to working together. At our first meeting as a new Board we will update our Strategic Plan with the aim of growing and developing our sport.

Critical to our function is our Sport Manager, Eliza Johns who, with unfailing good humour, supports, informs and brings a wealth of institutional knowledge to our meetings, and underpins all that we do. Eliza is very much the “face” of our sport, and is always ready to answer questions from anyone whether they be rider, official, organiser, Board member, or to liaise with other ESNZ staff. As the Chair, I continue to be indebted to Eliza for willingly (and often patiently) sharing her experience and knowledge with me throughout the year. Thank you Eliza.

As mentioned earlier in this report, our sport is dependent on many groups and individuals working together. We need to work as closely and cohesively as we can to be our most effective. On behalf of the Board I would like to acknowledge all our partners who are part of our team and thank them:

- The HP Team in New Zealand, particularly the HP Leaders who have attended our Board meetings throughout the year, providing reports and feedback to the Board to keep us updated. This communication is much appreciated as it is a very important part of our sport and our overall strategy and we look forward to working with Jock and his team in the coming year. Our thanks also to our National Performance Selectors for all their work in this team.
- Our Technical Advisory Group, led by Hamish, keep us up-to-date with technical issues and rules, as well as being present and reporting to our Board meetings. This aspect of our sport requires an enormous amount of input, and we thank all the members for the countless hours they spend doing it.
- Our Organising Committees are at the “engine-room” of eventing and we know how hard you all work to make our events happen. The challenges are constant and the hours of work by committees and volunteers are countless. Your contributions are invaluable and we continue to be very grateful - thank you from all of us.
- Our officials are an integral part of our ability to run events, whether they are judges, designers, TDs or stewards, they all play an important role. The hours spent prior to and at the events, as well as the courses and training required to do what you do voluntarily, is greatly appreciated.
- Our Volunteers. It is hard to find the words to adequately recognise all the contributors to our sport who voluntarily give so many hours to make the events happen. Whether you are course designers, OC members, officials, stewards, scorers, writers, ring crew, sandwich maker or one of the other myriad of supporters – thank you very much.
- Our sponsors. Another critical contributor to our sport – we thank them for their generosity to our OCs who have developed excellent relationships with their own sponsors, and without whom we would struggle to run the sport.
- Our Athletes. These are the key players in our sport and the reason we all work together. Regardless of whether your pathway is to the Olympics or to 80cm dressage score finish – we want to provide the opportunities for you reach that goal.

My best wishes to everyone in the ESNZ Eventing community for the year ahead.

Eventing Financial Report

To: ESNZ Eventing Delegates
Date: June 2021

Copies of the Financial Statement and Report will be available at the AGM.

The financial statements for ESNZ Eventing are draft and will remain that way until approved by the auditor.



The crowd watching on at the NZ3DE 2021. Heelan Tompkins and CP Aurelio, NRM CCI3-L. Photo: Sarah Lord/Kampic*

Eventing Sport Manager's Report

To: ESNZ Eventing Delegates
From: Eliza Johns
Date: June 2021

It is with pleasure I present my 2020-2021 annual report for ESNZ Eventing and I look forward to heading back to the James Cook Hotel in Wellington in a few weeks to meet with members and stakeholders and celebrating this last year of Eventing sport in NZ. I am particularly pleased that we have been able to combine with the other ESNZ disciplines to meet on the same weekend and in the same location to share the occasion.

I will start by offering my thanks to each and every individual who has supported Eventing over the past 12 months - riders, owners, organisers, officials, volunteers, sponsors, family members – our strong eventing family is what makes our sport so special and fun to be part of. By comparison to other disciplines we are small in numbers but in nature we are strong and resilient and out of this small family we continue to produce internationally competitive combinations which is remarkable in itself but is also proof of this strength and the capabilities we share.

Looking back over the winter and early spring of 2020 it was pleasing to see so many area groups and organisers adapt to the covid level restrictions to ensure our competition season got underway without further disruption. Eventing members were keen to compete after the abrupt end to the Autumn 2020 season and several areas ran successful training and express events to get riders and horses out and about. These events are successful fundraisers as well as being valuable training opportunities for all. The challenge for us is to ensure we capture all of this great work and statistics and so I take this opportunity to remind organisers to advise ESNZ Eventing of these activities so we can add them to the events calendar and help with promotion through our channels.

The first full format CCN events of this past season took place in Canterbury in late August and Taupo in early September. Denise Rushbrook and the Taupo OC responded to rider requests and added a CCI3*-S to the competition schedule to allow riders seeking qualification the opportunity to gain this, and make the trip south in October for the South Island Three Day Event. As always, Eventing Canterbury welcomed the North Island visitors and offered them a great experience.

The spring season continued well without interruption and overall the start numbers were up compared to Spring 2019 with an additional 368 starts recorded.

Autumn 2021 started very early with a small event at NEC Taupo on 6 January and a new event at Clevedon Showgrounds, a fantastic venue just south of Auckland, running in mid-January with 154 starters across the levels CCN80-CCN2*. From there it was all go and with 24 events calendared in the Autumn there were very few spare weekends. Unfortunately, Covid-19 came back and as Auckland yoyoed in and out of Level 3, the Horse of the Year team had to make the difficult decision to cancel the 2021 show which was devastating for many. However, the season was quickly back on track and plans that had changed were remade and on we went.

The only other casualty of the Autumn season was Taranaki that was cancelled due to low entry numbers. It is hoped that a combined event with NZPCA champs in 2022 will see this event back and strong in the eventing calendar.

Overall start numbers in the Autumn were up (approx 300 starts) when comparing a full season of events. We can attribute this to the additional events in the Autumn calendar which included new events at Clevedon and Brookby (Papatoetoe), and Kihikihi and Springbush returning to the calendar.

We measure participation and the growth of eventing through two indicators.

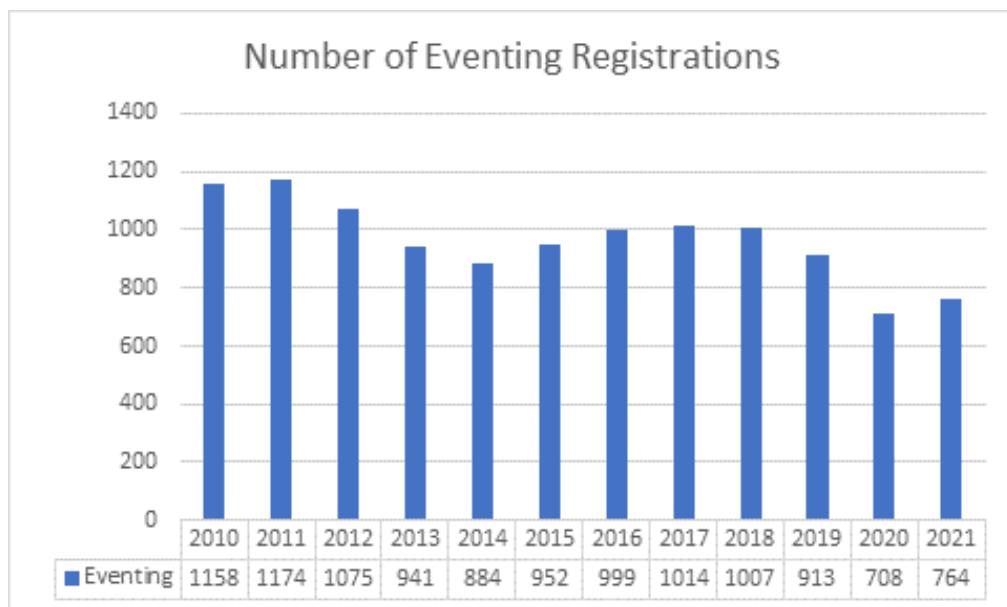
1. Eventing Annual Start Levies; these are horse registrations required to specifically compete in Eventing that are sold through ESNZ. An eventing annual start is required to compete at CCN1* and above or if you wish to compete in a national series.

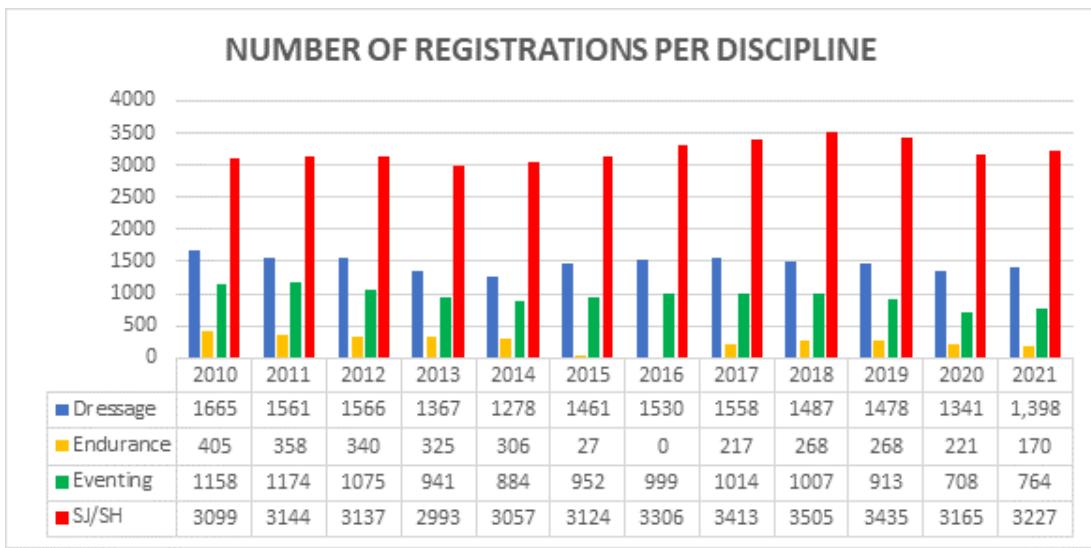
2. Event Start Levies; this is the levy collected off each horse that starts a competition (records a dressage mark) across all events where levies are collected, these are CCN, CCI and EX events.

These two measures represent our income stream from participation.



This graph represents the number of full eventing starts recorded over the year – this is CCN and CCI events, horses starting the dressage test. This does not include express events or dressage with jumping classes.





Registrations (discipline annual starts) sold per discipline.

The changing nature of the eventing competition environment world-wide has seen the plans change, almost daily, for our NZ based riders vying for Tokyo Olympic Games selection and their adaptability and resilience is notable.

I know we all wait in anticipation to see if Tokyo goes ahead and more importantly who will be selected into the final team which is due to be announced on AGM weekend.

The sport calendar continues to challenge us all. The challenge being, trying to achieve the right spread of events at all levels in the appropriate geographical locations and at the right time, as well as balancing venue accessibility and officials' availability has me feeling like I am stuck in an episode of the queen's gambit. As a small group, it is essential that we work together for the best outcome for the whole sport.

In early 2021, ESNZ Eventing produced updated calendar guidelines that outlined the process for which the eventing calendar will be developed. This process was used for the Spring 2021 calendar which by in large is the same as the 2020 version. However, the process has not helped mitigate the congestion issues we see with the draft calendar for Autumn 2022 and so this will be discussed as a whole group as part of the conference. The Board has undertaken a further review of the process to achieve a more sustainable calendar for Spring 2022 and beyond.



Highlights of the Year

I'd like to take this opportunity to congratulate all our national title winners and to also say a huge thank you to the Organising Committees who delivered our national championships for 2020-2021 season.

Young & Junior Rider One Day Championships – Northern Hawkes Bay (Oct 2020)

Charisma Trophy – Lily Anderson & DSE Sunset Pass
Hoffman Trophy – Kelly Clarke & One Cool Dude

Young & Junior Rider Three Day Championships – Puhinui Three Day Event (Dec 2020)

Swarbrick Trophy – Rosa Millar & DSE Mister
Lenamore Trophy – Molly Moffatt & Ngahiwi Makem
National One Day Championships – Christchurch (April 2021)
Forest Gate – Emily Cammock & Shaw Lee
Waiteko Trophy – Kate Fleming & Goldstone Hawk
Ferndale Trophy – Lindsay Colwell & Waitangi Netflix
Tait Trophy – Anna Bryant & Peace Train

New Zealand Three Day Event Championships – Taupo (May 2021)

Wills Trophy – Matthew Grayling & Trudeau
Picadilly Trophy – Shannon Galloway & Day Walker
Mamaku Trophy – Scout Lodder & Money Shot
Thomson Trophy – Anna Bryant & Peace Train
Mary Bowling Memorial – Renee Faulkner & LSH Chivenor Bloemenhof
Caseley Trophy – Heelan Tompkins & CP Aurelio
Atlantic Silver Spurs – North Island

Congratulations to our Series Winners for 2020 - 2021

Super League Series – Matthew Grayling & Trudeau (24 combinations competed at 4* across season)
Barbara Thomson Memorial – Beth Wilson & Alto et Audax
Pro Am Series - Greer Caddigan & Ricker Ridge Pico Boo (70 combinations nominated)
Young Rider Series – Charlotte Penny & Festival (51 combinations nominated)
Amateur Rider Series – Cherie Jaques & Wizard (30 combinations nominated)
Junior Riders Series – Molly Moffatt & Ngahiwi Makem (76 combinations nominated)
Grassroots Series – Kirsity Bale & Kelaray Gifted (52 combinations nominated)

TV Programme “Young Riders – Season 3”

Its exciting to share that Eventing riders will feature in Young Riders Season 3 which has been filmed at events across the spring and autumn. Filming concluded at the NZ3DE and we expect to be releasing details of its screening on HeiHei soon. After the success of the two jumping seasons we are looking forward to following the stories and reliving some of the highs and lows these young riders experienced over the season. In addition to filming at their homes and training sessions, the riders were filmed at Puhinui Three Day, Springbush, McLeans Island, Matamata and NZ Three Day Event Championships. Thank you to the officials and organisers for accommodating the media team and welcoming them at your events.

Funding Support from High Performance

Together with Eventing High Performance, the ESNZ Eventing Board took steps to ensure the viability of events in the Spring of 2020, post covid, and agreed to the reallocation of funds which were used to support events through to the end of December 2020. The funds were approved on the basis that they supported the pathway of the sport, while ensuring that any athletes aiming for Tokyo in 2021 had a competitive environment in which to prepare.

The following venues and events received funds;

- NEC Christchurch
- NEC Taupo
- FEI Event Fees – Taupo, Christchurch, Rotorua, Puhinui
- Course Design FEI Events – Taupo, Puhinui, Rotorua
- Course Design National Events – Hamilton, Northern Hawkes Bay, Taupo, Arran Station, Northland, Wellington, Wairarapa.

This is the most significant investment of funding across events from ESNZ Eventing/Eventing High Performance in the last decade and resulted in improved cross country courses across multiple venues and events.



Top left to right: Northland water complex development. New Corner jump for NEC Taupo. Bottom left to right: McLeans Island water complex redevelopment.

Oceania

In April, despite the opening of a travel bubble with Australia, the decision was made to cancel the 2021 Oceania Teams event and it turned out to be the right decision as the Melbourne Three Day Event, which was to host the championships, was cancelled the week prior due to a Covid outbreak.

We continue to keep the lines of communication open with EA with the hope to schedule an event in 2022, and in the meantime are working with our own performance programme on a replacement teams event in the spring of 2021 here in NZ.

NZ Three Day Event Championships

My sincere thanks and congratulations to the NZ3DE 2021 team on the delivery of a fantastic event. In particular I would like to thank Anna Clark who joined the event team in the later part of the 2020 as the volunteer event convenor. New to the role and the event, Anna rose to the challenge and quickly became a valued member of our ESNZ Eventing family. Thank you Anna, you did a tremendous job and it was a real pleasure working with you on this event.

Each and every year I realise the sheer volume of people involved behind the scenes who work tirelessly on this season finale. Rowan Armer, Jenny Draper, Graham Fox and the NZ3DE subcommittee, Tinks Pottinger, Raewyn Eastwood, you all deserve a huge 'pat on the back'. 2021 was a great event and something all involved with ESNZ Eventing should be proud of.

Thank you to our event sponsors – DVS Home Ventilation, NRM, Marsh Ltd, Dunstan and Fiber Fresh, Treadlite NZ, Tokoroa and District Vets, Penny Homes, Oranoa Sport Horses, Event Stars, Xtreme SportHorses, Harcourts Taupo, Ebbett Taupo, Huka Honda, Taupo District Council and Equestrian Entries, without you this event would not happen so on behalf of our whole community I say thank you for your support.

This year we received two grants for funding for the NZ3DE from The Southern Trust and The One Foundation for a combined total of \$25,000. It is concerning that this level of funding is needed to deliver an event of this magnitude as even at this venue which has such great infrastructure in place, the cost of delivering the event is unviable if solely covered by event entry fees. The introduction of the CCN95-L level was very successful and delivered positive outcomes for the event on many levels, however, how we continue to generate the level of funding and sponsorship required year on year remains the challenge and therefore I encourage our members to support the brands that support our sport and let them know when you are making your purchase that it is 'because they support eventing'. This gesture will go a long way to help eventing in the future.

Technical

TAG hosted two successful in person seminars over the past season – Canterbury (October 2020) and Northland (April 2021) as well as online seminars for Stewards and Officials via zoom in September (2020). These were all very well attended and received great feedback. These and additional event assessments and officiating opportunities have resulted in a number of officials progressing on our officials' pathway. This is an incredibly important area of our sport if we are to continue to run enough successful events at the right levels and therefore is a focus of the Eventing Board and TAG for the coming year through the 'People for the Future' working group.



Northland Eventing Officials Seminar – April 2021 at Barge Park, Whangarei.

The Eventing Board, together with TAG, approved the importation of a shipment of MiM safety devices to make them available in NZ. MiM clips have become mandatory under FEI rules and therefore the demand for them has greatly increased. Back in 2018 ESNZ Eventing secured funding for a small shipment that were dispersed around the areas but with only one or two going to each course the stocks were quickly used and it simply wasn't enough. With no retail agent in NZ and the increase in demand, the Board agreed to a bulk purchase to ensure a stock is available to organisers and course designers when needed. Noting that the change in FEI rules and in our own course design guidelines there is a much greater need/demand. The shipment arrives in early July.

Performance Programme

Thank you to our Performance Selectors – Mitty Forsyth, Vicki Glynn and Nick Pyke and to our High Performance selectors – Mitty Forsyth, Cindy Llewellyn and Judy Bradwell, the time you commit to travelling to events, meetings and selection calls is very much appreciated by us all.

Congratulations to all the riders that were selected into squads over the past year. Specifically the two new additions to the Eventing Talent Identification Squad announced earlier in June, Charlotte Penny and Jasmyne Speake.



Lily Anderson & DSE Sunset Pass, NZ Young Rider One Day Champion 2020. Photo: Jane Thompson

Area Volunteer Acknowledgements

Thank you to all the hardworking and committed volunteers who turn up in all weather to deliver eventing around the country. Below is our list of Area Volunteers of the Year, as nominated by our Area Groups;

Northland – Helen Jagger
Auckland – Janine Hayde
Bay of Plenty – Raewyn Lawrence
Waikato – Christine Hartstone
Central & Southern Hawke's Bay – Wendy Lansdown
Central Districts – Tina Ware & Family
Wairarapa – Tinks Pottinger
Taranaki – Karen Sorensen
Canterbury – Nick Pyke

Thank yous

I always finish my annual reports with thank yous to those I work most closely with over the year.

My friends and colleagues at ESNZ, thank you for your support, the urgent help when needed, the fun times we share when we all get together and the bottomless knowledge of ESNZ and equestrian sport. Farewell to CEO Dana Kirkpatrick who left us earlier this year and on behalf of all of ESNZ Eventing I say thank you for all you did for Eventing over your six years with ESNZ. I look forward to working with our new Chief Executive, Julian Bowden, who joined ESNZ just last week.

Thank you to our hardworking technical advisory group (TAG) and the individual liaisons for your support and guidance over the past year. The technical area of the sport can be a tricky space to work in as we balance safety and risk management with participation sport accessibility.

- Tich Massey – Course Design
- Wendy Lansdown – Technical Delegates
- Jenny Draper – Judges
- Susan Geddes – Stewards
- Hamish Butler-Gallie – National Safety Officer and Chair

Susan Geddes leaves us as Steward Liaison this year after almost 7 years, a mammoth effort in this space! I encourage anyone interested in joining this group to reach out as we are yet to find a replacement for Susan.

Thank you to the hard working and committed members of the Eventing Board who give so much to the sport each week through phone calls, emails, meetings, travelling to events and representation around the country keeping us all connected and engaged. Farewell to departing members Leonne Jones and Maree Burnett and welcome to Chris Perkins (OC Rep) and Grant Porter (elected member) who join the team following the AGM.

We have some exciting initiatives planned for the coming year and so I look forward to continuing to work with all of you, to welcoming new people into our eventing family and to strengthening our sport for the future.

Eventing Technical Report

To: ESNZ Eventing Delegates
From: Hamish Butler-Gallie
Date: June 2021

Technical Advisory Group Report | June 2021

The Eventing Technical Advisory Group (TAG); Jenny Draper (Judges), Tich Massey (Course Designers), Wendy Lansdown (Technical Delegates), Susan Geddes (Stewards), Hamish Butler-Gallie (National safety officer)

1. Rules.

The Rules of Eventing were updated 1 August 2020 and after the considerable update of 2019 the changes of 2020 were relatively minor. The most significant change was the setting of a minimum standard for Body Protectors which while in the lead up to and first weeks of its introduction cause a lot of discussion is now working well. It highlighted again as did the helmet rule issues with communications to and from retailers.

2. Education & Development of Officials

2.1. National Officials List 3,2 & 1

During the 2020/21 season TAG ran Eventing Official Seminars in Christchurch and Northland between COVID lockdowns, both of which were well attended with a total of approximately 60 participants. The Event Assessment process was fully functioning during 2020/21 season after its introduction during the latter part of the 2019/20 season.

Despite well over 100 people attending Eventing Seminars in the past two seasons the feedback from OC, especially in some parts of the country is that they are short of officials. TAG is working with the Board and others to develop a process to ensure

1. A more proactive management of officials' career paths and encouraging a larger active pool of officials
2. Assist OC in identifying and encouraging volunteers to become officials especially at their own local events

2020-2021 (2019-21)	New List 3	Transfers from List 3 to List 2	Transfers from List 2 to List 1
Technical Delegates n=39	0(4)	01(2)	1 (1)
Course Designers n=36	8 (3)	3 (2)	(
Cross Country Judges n=50	0(2)	0 (2)	1 (2)
Stewards n=25	8(4)		

2.2. FEI Officials Level 2 & 3

COVID has had a significant impact on ESNZ Eventing's ability to put officials forward to the FEI for consideration and support our existing FEI officials in either maintaining their status or being promoted.

- There is one Level 2 course designer, approved at an FEI Seminar for upgrade that cannot complete their two event assessments until travel restrictions are lifted.
- There is a second Level 2 Course Designer who once travel restrictions are lifted will begin the FEI's process for upgrade.
- There are two Judges, a Technical Delegate and a Course Designer waiting for FEI face-to-face seminars to be recommence so they can be evaluated by the FEI for inclusion as FEI officials.

Technical Advisory Group Report | June 2021

Unfortunately, we have lost a number of FEI course designers over the 2020-21 season, for a variety of different reasons none of which were helped by the COVID situation.

2020-21 (2019-20)	FEI Level 2	FEI Level 3
Technical Delegates	2 (2)	5 + 2 overseas (7)
Course Designers	3 (3)	2 (5)
Judges	3 (3)	6 (6)
Stewards	11 (13)	2 (0)

3. Risk Management & Safety

The start of the 2020-21 season saw four serious rider falls, one at FEI level and three nationally. However, there was no common factor identified perhaps other than the long enforced break in training and competition forced by COVID-19 during 2020.

Thanks

Once again, I would like to express my thanks to my colleagues on TAG for their work and to the Eventing Board for their ongoing support for TAG initiatives. Susan Geddes agreed to stay on TAG for another year for which we are grateful. Unfortunately, we still do not have a Steward liaison, but we are looking at options.



NEW ZEALAND

Eventing High Performance Report

To: ESNZ Eventing Delegates
From: Jonathan Paget
Date: June 2021

HIGH PERFORMANCE PROGRAMME

It's been a challenging 12 months in High Performance. COVID in itself has been disruptive for obvious reasons but the real challenge is in the knock-on effect, starting with trying to meet all the new requirements which come with travel in a world impacted by COVID. This has completely changed the way we have trained and campaigned for Tokyo.

Our High Performance squad in the UK has not been able to do their regular training days as they would have previously. Luis Alvarez Cevera has been unable to travel from Spain to the UK to coach the team for over 12 months. However, training opportunities have come up when restrictions have eased and the riders have been able to work with other top coaches such as Scott Brash and Shane Breen.

In New Zealand, we have been able to provide a 'close to normal' year of training for the Performance and High Performance programme. Penny Castle stepped into the Performance Leader position following my transition into the HP General Manager role. Blyth Tait has joined the team as a High Performance coach and adding huge value to the programme.

Thanks to the Pixio technology we have been able to set up online training sessions with our UK based Dressage coach Isobel Wessels. The High Performance Futures and High Performance riders aiming at Tokyo were able to train with Isobel which was a huge success. This enabled them to connect and align ahead of Tokyo.

It was unfortunate to lose HOY, this left a big gap in our calendar and speaks to the importance of this show and what it brings to all equestrian sports.

COVID TRAVEL ASSESSMENTS

To ensure the safety of our staff and riders, an extremely thorough travel assessment process has been implemented ahead of any international travel. If the location is deemed safe enough, a health and safety plan is designed to mitigate any risk and ensure our team can travel and compete safely.

TOKYO OLYMPICS PREPARATION

Our Northern Hemisphere combinations were able to start competing again towards the end of their season following an ongoing flow of cancelled events due to COVID. Strong performances at

Strezgom 4*L (Poland), Lignieres 4*L (France) and Pau 5* in October showed that despite a heavily interrupted preparation they were still able to find form.

More interruption in the turn of the new year with Badminton amongst the list of events cancelled which was key to the Tokyo prep for some combinations. Tim Price, Jonelle Price and Jesse Campbell travelled to Kentucky and picked up great performances as well as an opportunity to work as a team with Graeme Thom (Eventing High Performance Manager) and Christiana Ober (High Performance Vet).

NZ based combinations lining up for Tokyo selection travelled to Sydney following the cancellation of HOY. We were fortunate to be invited to a Tokyo specific class held at the Sydney International Equestrian Centre. This gave our combinations an opportunity to perform the Olympic dressage test followed by a testing cross country course designed to simulate the Tokyo course. At the time of writing this report, Melbourne international three-day event has been cancelled. This was the final selection opportunity for Bundy Philpott and Maddy Crowe. Continuing this year's theme of COVID disruption, both riders are having to find a way to finish their preparations without this competition. Once again, the creativity of riders and the HP team will be tested to ensure both riders are properly prepared. Pre-export quarantine will be held in Sydney, NSW ahead of departure from Sydney to Tokyo.

Millstreet, Bicton and Luhmuhlen are the last of the FEI events riders can show form at before selection and going into pre-export quarantine to put the finishing touches on their Olympic preparations.

PRATONI WORLD EQUESTRIAN GAMES 2022

Given Tokyo Olympics was postponed for a year, we now find ourselves in the unique position of preparing for an Olympics and next year's World Equestrian Games (WEG) in Pratoni back to back. Whilst our focus must be prioritised to Tokyo, planning is well underway for the WEG and our riders are building their campaigns on the appropriate horses. The Eventing will take place from the 15th to the 18th of September.

HIGH PERFORMANCE SPORT NEW ZEALAND 2021 – 2024 STRATEGY

In April we saw the launch of the new High Performance Sport New Zealand strategy (HPSNZ). It is comforting to see that our ESNZ HP strategy is very well aligned and we are well positioned to fit into this world class system. The HP team have plenty of work over the next few months to narrow in on our performance requirement. We need to show a clear understanding of a medal winning performance and how we are going to achieve that. Whilst our level of funding is heavily weighted on our performance at Tokyo, there is opportunity to recalibrate our funding requirement to deliver the strategy.

LOOKING FORWARD

The expectation is high for Eventing. To meet our KPI's with HPSNZ at Tokyo we need to achieve two medals (one individual and one team). Following an enormous amount of work, our HP strategy was built around achieving these outcomes on a sustainable basis. The next Olympic cycle will see us investing into the critical success factors which will enable the required outcomes. Following a

robust debrief process from Tokyo, all elements of our High Performance system will be reviewed and aligned to our strategic and operational plan.

ACKNOWLEDGEMENT

Still fresh into the High Performance General Manager role, I have enjoyed the insight, experience and challenges to this layer of the High Performance system. Amongst the usual challenges, COVID is responsible for the difficulty we all face daily in getting a team to the Olympics safely and ready to win medals. I want to acknowledge and applaud the unrelenting desire from our High Performance riders and the way they have conducted themselves through this challenging time. Being able to witness this from the other side of the table has been a rewarding experience and proof of how strong kiwis are when the going gets tough.

This has been equally matched by the HP team (coaches, horse health team, grooms, service providers and management), it is extraordinary to think what this group of people have had to do between two hemispheres to arrive where we are today. Although it's been challenging and riddled with uncertainty, the team is in good spirits and eager to perform.

I also want to acknowledge and thank the Eventing community. There are so many roles at play which are crucial to enabling this great sport and keep us as one of the power nations. Whilst the HP team are mostly consumed by the world of High Performance, we greatly appreciate the exceptional work from everyone which makes it all possible.



Jonathan Paget
High Performance General Manager



Warrick Allan
HP Operations Manager

Eventing Selection Panel (national) Report

To: ESNZ Eventing Delegates
From: Vicki Glynn, Mitty Forsyth, Nick Pyke
Date: June 2021

The 2020/2021 Selection Year proved to be very challenging for a number of reasons. First and foremost, of course, was the disruption which we all faced due to the pandemic. We advertised for applications for the Talent Identification Squad in the spring but deferred the selection until May 2021 after the National Three Day Event. This is more aligned with the eventing calendar, but early applications give us an indication of who is keen to engage with the talent process. Throughout both spring and autumn seasons selectors were able to attend many events in both North and South Islands and observed some strong performances from squad riders and aspiring squad riders. This year's pool of applicants was one of the best seen and gives confidence that we have talent coming through which can ably be developed for teams of the future. We love it when our job is very challenging and difficult!

It is also pleasing to see the emergence of new events and the development of cross country courses which enable our riders to gain experience with ever changing challenges. Our young talent can only grow and develop with a robust programme of events and it is to be hoped that the calendar can be managed to accommodate everyone. In addition, it is imperative that we have a pipeline of officials for the future development of our sport ensuring we have quality competitions from which we can select and develop the best combinations in our squads.

The Silver Spurs challenge between North and South Islands which is held at the National Three Day Event at Taupo is a competition which always creates some fun (with a competitive sense of urgency!) and we are grateful to the South Islanders who come north each year. They certainly have a sense of "team" and the learnings from travelling with your horse/s are a critical part of athlete development. For those with High Performance aspirations travelling with horses will become imperative so learning those lessons early is a real benefit. It would be great to see more from the North Island travel south to compete in the same way.



TID Introductory Camp, NEC Taupo, May 2021. Photo: Brittany Fowler

National Equestrian Centre - Christchurch

To: ESNZ Eventing Delegates
From: Nick Pyke
Date: June 2021

The last year has seen a huge investment in improvements at the NEC which will benefit eventing and other disciplines both over last year and into the future.

Key developments as they relate to eventing are:

- The new irrigation system which, after purchasing a new travelling irrigator, will allow much of the cross country area to be irrigated.
- The water jump in the training area has been increased in size, had a new base laid to make it hold water.
- New surfaces have been applied to some of the all weather arenas.
- The main grass oval has been extended which will allow more jumping and dressage to be on a high quality grass surface.
- A new mulching mower for the tractor has been purchased which means the whole cross country area can be mowed.
- The developed gallop tracks in the cross country continue to be improved and a four star long can be run using the improved surfaces.

As well as these improvements the NEC has an ambitious improvement programme planned starting with new yards.

The NEC has also seen an increase in use for eventing through increased training ground use and increased Pony Club use of the grounds.

It is expected with the improvements over the last few years and a reduction in other available facilities for eventing that usage will continue to increase.

The NEC hosted the National One Day Horse Trials in 2021. Unfortunately few people travelled from the North Island for this event but those who did were very impressed with the facilities and the welcome they received.

The NEC currently has an excellent committee who are very proactive and are committed to continue to improve the facilities. Thus from an eventing perspective a big thank you to the committee for their hard work.

The NEC have also been extremely fortunate to have a very capable centre caretaker in Blue Clark over the last year and this has resulted in marked improvements to the facilities available for eventing.

It has been a very successful year for the NEC Christchurch and this has and will continue to deliver benefits to eventing making it a top quality facility for eventing in New Zealand. The support of Eventing NZ towards the ongoing development of the facilities is important for this to continue.

National Equestrian Centre – Taupo

To: ESNZ Eventing Delegates

From: Jenny Draper

Date: June 2021

The NINEC has recovered very well from its previous lockdown year with increased income. It has become extremely busy, so much so that the committee has had to make a sub-committee tasked with coming up with a fair, impartial and effective way of allocating dates to different groups and disciplines.

There are always lots of discussion among users about the state of the yards and to be far the yards are now very old and always require patching. However the NINEC committee plan to finish off the block of cover yards that are already there plus an additional block of new covered yards that may accommodate up to 80 more horses. This will partly be financed by leased yards as the last ones were. Some funding from grants will need to be found. But the planning stage is nearly over and the sourcing of the finance can soon begin.

There is always much discussion, especially among the show jumping members, about the state of the outside surfaces. We have been sponsored by Andrew Bowen Ltd half the amount of surface needed to do the Landcorp arena. Again we will have to find the extra finance to complete drainage and the rest of the surface. Unfortunately we have been turned down on our first grant application for this work. Treadlite have kindly sponsored part of the resurfacing of the Bell Tea arena and this will now be called the Treadlite arena.

Another project that is for the future is the upgrading of the ablution blocks and the sound systems.

In general the centre is looking good and well used. The cross country training area is getting a better consistency of training jumps available, especially with the addition of the upgrading training water, which we can thank Rowan Armer for doing a lot of this work. Riders are respecting the area by staying in it and the other areas can be rested and maintain in a better condition for competitions.

It's a great facility and is most suited to our discipline so we need to keep our ideas coming to enhance it and make the most of it.

NZ3DE Subcommittee Report

To: ESNZ Eventing Delegates
From: Graham Fox - Chair
Date: June 2021

It is easy to forget that when all is said and done it is good luck that allows any show to proceed to the fulfillment of Competitors, Officials, Organisers, Sponsors, Funders, Volunteers and Supporters alike. We should count our blessings that we got to proceed this year and we get to thank all the above groups for their tremendous contributions.

An enjoyable show was delivered to a competent field with all three phases being strongly influential to the results. It was heartening to have such a strong showing in the 4* class given the brace of recent departures to offshore competition that we strive to prepare them for.

Congratulations to our National Champions:

1. CCI4* DVS Home Ventilation Matthew Grayling on Trudeau
2. CCI3* NRM Shannon Galloway on Day Walker
3. CCI2* Marsh Ltd Scout Lodder on Money Shot
4. CCN2* Treadlite Brooke Lyons on Freddy Dash
5. CCN1* Dunstan Anna Bryant on Peace Train
8. National Young Event Horse Renee Faulkner on LSH Chivenor Bloemenhof

And Winners of Non-Championship Classes:

6. CCN105 Taupo Veterinary Center Ashleigh McKinstry on Pioneer Ice Monkey
- 7a. CCN95 Restricted Oranoa Sport Horses Sinead Gordon on I Told You So
- 7b. CCN95 Open Penny Homes Anne-Marie Styles on Get Go
11. CCI2* Equestrian Entries Matthew Grayling on Henton Ambassador

The dedication to preparation, the delivery and skill you and those you prevailed over this time is the foundation of our sport.

We were reminded what a fine line it is between a significant cross country and 'carnage' with half of the 3* field not completing the track. Thanks to those who accepted the fate of the day in good spirit.

The inaugural CCN 95 Classes were a resounding success, hotly contested and much enjoyed by most of all widening the group of those attending. Full credit to the initiators of a class that will be here to stay. The introduction of the 95 class was a catalyst to running a portion of the Cross-County on Friday which proved beneficial in producing a comfortable timetable.

In pursuit of the event being financially sustainable without undue draw on ESNZ Eventing funds ultimately funded by start levies Sponsors and Grant funding has been rigorously pursued, costs have closely controlled with full utilisation of volunteer input. A significant deficit remained as seen in the financial report.

The greatest experiment of this year event was to engage a green fully voluntary Event Convenor. Thank you and congratulations to Anna Clarke who excelled in this role bringing home a great event.



Emily Cammock & Shaw Lee, DVS Home Ventilation CCI4-L, NZ3DE2021. Photo: Kampic*

Organising Committee Representative Report

To: ESNZ Eventing Delegates
From: Rosie Edwards
Date: June 2021

I have now held this position for 2 years and I have applied to be in this role for another 2 years. I have tried to communicate by email and face to face at events to talk with various people about how the Eventing Board can help with the running of events. At an event it is rarely possible to have detailed discussions as everyone is so busy. I have found that when people have identified a topic to discuss they either talk when we meet coincidentally or seek me out or send me a text.

The two group zoom meeting with OC's during Covid lockdown seemed to be a successful way of having a discussion on topics of interest. The Board is continually looking at ways to support OCs, including radios & medical cover. This year I sent emails asking if this would be valuable to OC and got minimal response. The only uptake was for (human) ambulances in the Lower North Island (in the end only Wellington and Wairarapa) to have a more reliable presence and clear standard of qualification. We discussed this with Medics on Scene (originally form the HB) who are expanding their service and can be present at these events.

I was asked ESNZ Finance Director, Murray Ingram, to comment on a document in draft that is intended to provide financial advice to OCs and Area Groups. Funding continues to be an issue for many OCs who manage this differently. It is an ongoing topic in the Eventing Board. ESNZ is currently finalizing the document which will be made available to guide organisers and area groups on their financial obligations.

I have reviewed the OC rep Role Description which I thought needed minimal changes. I would like it to be considered that there is benefit to the Eventing Board and OC's for both the OC reps to attend all Board meetings, and both OCs have for the past two years been attending all board meetings

I have been excited to join with the idea for a new series dreamed up by the Riders reps and hope this will come to fruition in the next season.

I continue to feel I could improve my communication with the OCs and will continue to work on this.

Rider Representatives Report

To: ESNZ Eventing Delegates
From: Heelan Tompkins (North Island) & Lydia Truesdale (South Island)
Date: June 2021

Overall, it has been great to see the riders communicating through the riders reps and respective officials at events.

The tone of events has been upbeat and positive during a particularly tough year for all involved, with both riders really understanding and appreciating the work the OCs put in to running a horse trial and OCs being aware of riders concerns about cost and doing their best, where possible, to keep events as affordable as possible.

The season ended well with decent entries at the National 3DE in Taupo in May. It was especially great to hear how much fun the CCN95-L riders had, many saying how nice it was to be riding at a national three day event.

It's very encouraging to see OCs wanting to provide international-quality cross-country courses at advanced levels and we're working as best we can to deliver season calendars that benefit OCs and riders.

There has been lots of good feedback around the improvements made/being made to the Taupo and Christchurch NECs. These centres are so important to the sport and we are lucky to have their use and their development a continued priority.

With the support of the Eventing Board we have been working hard to create an exciting new national teams' series to try and increase participation and award consistency. More information about this will be released in due course.

As Riders Reps we have found it really positive to have been directly contacted by both OCs and riders who have asked for help or guidance on all sorts of issues including selection, qualifications, attire, costs, general rules and calendar dates.

We have done our best to either answer these questions or direct them to the appropriate authority and we find it encouraging that OCs and riders are comfortable to contact us.

6. ELECTION OF BOARD MEMBERS

6.1 Nominations

- Dr Margaret Evans (incumbent)
- Mr Grant Porter

As there was only two nominations received for two vacant elected positions there is no election and both members join the ESNZ Eventing Board from the AGM.

6.2 Ratification of Appointed Board Member;

- Shannon Galloway

6.3 Acknowledgement of Appointment of Technical Advisory Group Members

- Hamish Butler-Gallie – National Safety Officer
- Steward Liaison - Vacant

Grant Porter

May 2021

Personal Statement

I was a late starter to equestrian sport having had my first lessons at 40 years old in order that I could share my wife's passion accompanying her on local treks and the like. When she upgraded, I got Daniel, the cast-off grey thoroughbred. My first horse, and after a few local events and dressage days, I never looked back. I had the bug! I became a competitive eventer and continued for over a decade albeit at quite a modest level – truck and all. I had 3 more equestrian 'children' and I have never lost the passion.

A change in personal circumstances meant I was unable to own my own horses so to continue my involvement, in 2013 I joined Eventing Wellington as an active committee member and was nominated and elected as the Dressage Convenor; a position I have held ever since. I remained a casual rider up until 2019 when I was forced into unwelcome retirement through injury, but I remain committed to the sport and most things equestrian. (It is always good to get that sweet smell in your nostrils).

I am keen to extend my equestrian committee membership to the national governance level and be actively involved in helping the sport of Eventing in NZ be productive, sustainable, and responsible. I am also eager to contribute to growing local Eventing popularity and participation in order that it continues to be a vital feeder to domestic and international sporting success.

Background and Skillset

I am an independent Information Technology (IT) Consultant, Business Process Advisor and Programme Manager, and I work in both private and public sectors. I operate at all levels from technical, through to leadership, management, and governance. I am comfortable and competent working and relating at all these levels; from hands-on to steering groups and committees, while easily establishing and maintaining good working relationships.

I am proactive and pragmatic and have a reputation for getting the job done. I have engineering-type brain with structured thinking and the ability to work through tasks or problems and come up with good workable solutions. This fits with my project and programme management roles where I schedule tasks and processes into logical order with a minimum of fuss, but not without compassion and sensitivity. I am currently involved with a Crown Entity as Lead on a project focusing on cultural competency, sensitivity, and diversity for dealing with the public.

Further to my professional skillset, I am reasonably accomplished as a DIY builder, handyman and general fixit person and get actively involved in local working bees and assist in course building at our local grounds.

I would bring all the necessary skills and experience to the Governance role of ESNZ Eventing Board.



Shannon Galloway

Experience

2017 - Current: Sponsorship & Commercial Manager • Cycling New Zealand
Member of the Senior Leadership governing the strategy for the organization.

Manage sponsorship and commercial revenue streams, develop new revenue opportunities and prepare legal agreements.

Manage athlete commercial agreements and appearances.

Develop and oversee the implementation of marketing strategy including member offers to grow membership and promote Cycling New Zealand organization and athletes to a wide audience.

Manage media and communications including PR, website, social media and non-digital advertising methods.

2010-2017: General Manager • PGG Wrightson

Part of senior Leadership team. Directed marketing and communication strategy across a portfolio of business units generating over \$1B revenue.

Key highlights: reduced marketing budget by \$3M, whilst improving retail sales from \$14M to \$27M and overall EBITDA \$8M across 4 years. Improved customer satisfaction scores from 51% to 89% over 6 years. Implemented a new credit card product and generated \$1.9M in new annual revenue – making retail marketing cost neutral.

Implemented a new customer self-service website. Won best responsive site New Zealand Sirecore Website Awards 2015.

2002–2010 Marketing Manager • RD1 (now FarmSource)

Led the marketing and communication strategy for rural retail business.

Key highlights: Part of Senior leadership team. Improved total revenue from \$2.8M to \$12.7M in 5 years through improved in store customer service, merchandising, implemented a house-brand strategy and targeted marketing. Developed new insurance offering and agency business. Marketing team won best Fonterra Team of the Year 2007.

2000–2002

Travelling

1996-2000 Brand Manager • Natural Gas Corporation

Responsible for all brand and marketing promotions to 35,000 customers.

EDUCATION

1991-96 Waikato University

- BA English & PGd Strategic Management

Communication

With significant experience in diverse and complex organizations, my communication style is consultative and considered.

I am also comfortable making decisions and getting on with tasks when required. I can easily operate both strategically and practically being decisive, commercially focused and very efficient.

I am an experienced marketing practitioner and can turn ideas into execution. I believe the key to any successful organization is a culture of respect, honesty, hard work but most importantly very clear communication translating into action.

Leadership

My leadership style is clear and direct. I am happy to coach and provide frequent support to staff if needed, and believe that employees should be provided the tools and skills then enabled to do their job.

I do not shy away from difficult conversations and can manage complex, challenging situations with tact and care.

What I look for in a leader is someone who is clear and consistent in their approach.

Personal

I am married with 2 active, boys.

I ride horses competitively.

I enjoy all sports and the process of achieving at Sport.

I am on the committee of Kihikihi Horse Trials event and am responsible for securing funding and all PR, marketing and communications for the event. Company Director.

Other interests including reading, cooking and family time.

References

As requested

7. NOTICES OF MOTION

There were no remits received for the AGM.



Kelly Clarke & One Cool Dude, National Junior Rider One Day Championships, winner of the Hoffman Trophy, pictured with ESNZ Eventing Deputy Chair Raewyn Eastwood and Chair of Eventing Northern Hawkes Bay Jean Edney. Photo: Jane Thompson