



**Minutes of the ESNZ Endurance Forum  
Held at 1.00pm on 10<sup>th</sup> May 2017  
At the Miramar Links Golf Course, Wellington**

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**1. Attendance Register**

As per appendix 1

**2. Apologies**

Apologies were received from Mike Bragg, Barbara Avery, Kylie Avery, Louise Holmes, Jaki and Greg Bickerton, Frank Aldridge, Debbie Morris, Georgia Smith, Cherry Brown, Sarah Hamer, Paula Adams, Emma Mason, Kelly Ann Haywood, Robert Reid, Sian Reid, Tessa Wells, Whitehead Family, Rodger Ireland, Patricia Ireland, Leanne Ireland.

**3. Welcome / Objectives**

The Chair of the meeting, Mr Richard Sunderland, welcomed those members present and set out the objective for the forum – being to focus on the issues facing Endurance and how the issues would be addressed in the short and medium term as well as the longer term version for the sport.

The Chair ran through the expected protocol for the meeting which was to respect each other and if someone was speaking, let them have their say and not interrupt.

The Chair introduced ESNZ Staff members, Dana Kirkpatrick, Warrick Allan and Emma Gowan and ESNZ Board member, Kathryn Roberts who were in attendance.

**4. Why the SGM was called and the issues**

Warren James spoke to why he and Louisa Muir had called a SGM.

A discussion was held about whether this could have been approached differently, but it was noted and agreed that a SGM was part of the democratic process and was the right of the members if they felt there was an issue.

Warren stated that he didn't think anyone was happy for the reasons why they were present at the meeting today, however he believed the sport of endurance was in crisis and his view was that the reasons that lead to the calling of a SGM had been bubbling away for years within the sport. He noted that in recent years a rivalry had been forming and that everyone shared the same passion for the sport and love of the horse – so there shouldn't be any rivalry.

It was highlighted that another issue to overcome was a fear of belonging to ESNZ – they are of benefit to endurance and endurance needed to learn to make use of the services available and offered to them.

The Chair informed the meeting that the ESNZ Board was alerted to the issues endurance was facing in the first instance by the Endurance Chair, Alison Higgins and noted that she was correct in doing so.

The Chair noted that the Endurance Board had held discussions with ESNZ about leaving ESNZ and were informed at that time that if they did that they would not be able to run FEI events as the FEI only deals with one entity in a country which is the national federation. An Endurance Board member had then written to the FEI questioning the advice received by ESNZ only to receive the same answer from them. The FEI quite rightly also informed ESNZ of the matter.

Kathryn Roberts spoke to similar unrest within the Jumping discipline during 2015 which had also resulted in calling an SGM.

## **5. Discussion from floor**

The following points, questions and statements were noted from the floor:

- Noted that there was a lot of confusion out there within the membership with many believing that the issues only started once the board started discussing leaving ESNZ.
- ESNZ did not have any input in bringing the SGM together.
- One member noted that they had received a message from their Board representative inviting them to a meeting to discuss leaving ESNZ.
- The Chair of Endurance did not support the position some Board members had adopted and was isolated because of that action.
- The Endurance minutes stated that moving away from ESNZ was a discussion only and that members would be surveyed for feedback. This did not happen.
- There was disappointment that those board members who had resigned were not in attendance at the meeting to answer questions.
- The questions was raised that if the board had no intention of leaving ESNZ why did a board member email the FEI directly. The meeting was informed that the board member had emailed the FEI as an individual member and not as a board member.
- It was pointed out that from time to time a board doesn't always have to agree on things.
- There was some criticism around the dismantling of several programmes operating in endurance. It was noted that the Board did not dismantle any programmes and that the Board was only trying to tidy up loose ends and get programme managers to sign up to a protocol.
- It was highlighted that it was not just the current board that had facilitated the success of running CEI and CEN rides together.
- That the Waitomo Club had expressed interest in running the Champs but only as a CEN and only if they had a suitable track. Daryl Owen had called for further submissions to be made and another more suitable submission had been received.

## 6. AGM Planning

As the endurance board was without quorum it could not call the AGM and had also missed a couple of deadlines. But as ESNZ had revoked the delegation of the endurance board, an updated timeline was suggested and was up for discussion. The proposed timeline for the AGM was as follows:

- Notification of AGM – **12<sup>th</sup> May**
  - Time and place
  - Agenda of business to be transacted
  - Closing date for notices of motion
  - Closing date for Board nominations
- Notices of motion due on or before – **31<sup>st</sup> May**
- Nominations for the Board due in – **12<sup>th</sup> June**
- Notification to members – **30<sup>th</sup> June**
- AGM to be held during the month of July – **22<sup>nd</sup> July**

**ALL IN AGREEMENT**

The proposed AGM Agenda was agreed by the meeting:

- Welcome / Apologies
- Confirmation of Minutes from previous AGM – (2<sup>nd</sup> July 2016)
- Matters Arising from the minutes
- Chairperson's Annual Report
- Financial Annual Report
- High Performance Annual Report
- Election of Board Members
- Election of Technical Committee
- Set Affiliation Fees for 2018/19
- Set Ride Levies for 2017/18
- Proposed rules changes
- Approval of Ride calendar 2017/18
- General Business

**ALL IN AGREEMENT**

Other items to consider:

- Endurance Board Meeting (normally Friday PM) – agreed no long required.
- Open Forum – those in attendance noted that they would like some structure around this discussion time. It was agreed to call for topics from the members for the forum, with the proviso that would have to introduce any topic they put forward.
- CTR meeting – 11am following open forum.
- Seminar – agreed no seminar was required this year.
- Dinner and Prize Giving – prize giving would take place following the AGM. A dinner would be organised for those that wished to stay on following the meeting (at members cost).
- A short board meeting would be held immediately following the AGM to appoint a Board Chair.
- Endurance Board Meeting – normally Sunday AM (meeting of new Board) – the meeting agreed that an induction process and pack for all new board members would benefit new board members.
- Board nominations – the meeting suggested that board nominees be asked to speak to their nomination and why they were standing for the board. It was requested that some

guidelines of what is expected of a board member and the code of conduct be available when calling for board nominations. The meeting would also like to see a set of questions put to the nominees to be answered as part of their CV.

## 7. SWOT Analysis

### **Strengths**

- The sport itself – Endurance and CTR
- Passion for your sport
- Equality of gender/age
- Our people and passion (commitment)
- Vet support and horse welfare
- “to complete is to win”
- Affordability – compared to others and welcoming
- History – 50 years of knowledge
- 20km through to elite level/options at all levels
- Ability of all ages/groups/levels to take part

### **Weaknesses**

- Board turnover/riders as board members
- Make-up of the board – skills not evident
- Communication – channels between board and members
- Ride calendar and dates – needs more collaboration
- Management of conflict of interest
- Lack of junior riders/pathway for youth
- Marketing and promotion
- Current culture
- Don't use ESNZ to best of ability
- Club support – are we doing enough to help them

### **Opportunities**

- Bridleways
- International competition
- Sponsorship/marketing
- Competing organizations
- Culture change
- Develop marketing story
  - Byline/mission statement
  - What does it embody
  - What are the selling points
  - Value proposition to join
- Partnerships to grow the sport – NZPCA and series for young people
- Technology – for promotion and growth

### **Threats**

- Competing Organisations

- Other sports as options for young people
- FEI response to animal welfare issues and how that will affect small nations
- Tracks for events
- Road safety
- Doc/land access

**Social Media** – it was felt that social media sat across all four areas.

## 8. Strategic Issue

### **Leadership**

- Recruit and selecting the right people
- Restore the brand
- Maintain involvement of ESNZ Chair or President to assist and maintain neutrality
- Support the board/credibility
- Timetable – length of tenure
- Continuity of business with resignation of all board

### **ESNZ Endurance Marketing – what is the value proposition?**

- Horse welfare issues/how well it is done
- Lead the way/invest into it
- Sponsor opportunities
- Redefine

### **Sport Administration**

- Board can't do everything
- Someone has to implement everything
- May help get people to stand for the board
- Appointment process
- Succession planning
- The GM noted that endurance could fund an administrator from its term deposits, with the intention being that the administrator would in time fund its own salary through increased grant funding, sponsorship and increased participation etc.

### **Grow Membership Participation**

- Juniors
- Middle aged women
- Have a go days
- 20km
- Pony Club series
- Club support/encouragement and strategies

There was agreement that the SWOT analysis and Strategic issues should be used as the blueprint for the new Board.

**9. ESNZ Membership Review**

The ESNZ General Manager summarized what the membership review might look like for Endurance, this included day starts for 0-46km intro rides and novice rides. The GM noted that this had not yet been signed off by the ESNZ Board.

The new fees and options would be for 1 year only reviewed and monitored.

The GM noted that ESNZ could not predict what decisions members would make as a result of the incoming changes, but was hopeful it would get ESNZ back on track financially.

Informed the meeting that ESNZ was looking for a representative from each of the disciplines to be part of a membership working party who would be involved in analyzing all the issues raised in the consultation and review any other ideas.

The GM noted that the ESNZ budget for 2017-18 was sound and that the workings were very conservative.

**10. Loans to ESNZ**

The GM gave a full explanation of the loans being requested from each of the disciplines. The GM noted that the Endurance Board has chosen to discuss the request in-committee, but that other disciplines had not.

ESNZ Central has asked disciplines for a loan from discipline term deposits – with a slightly higher interest rate being offered than what they were getting from the bank.

The loan amounts had been worked out using a pro-rata system involving eight years of horse start data which was then converted to a percentage of the total eight year average. ESNZ had requested a loan amount of \$7,800 from Endurance. Loan amounts were higher in other disciplines as they had higher numbers of horse starts. The amount was to be paid back over three years at 5% interest. ESNZ's 2017-2018 budget had the amounts budgeted in for pay back and was confident of the ability to pay.

The GM noted that all the other disciplines had agreed to the loans – and repayments, including interest had been factored into the budget. The GM informed the meeting that the Endurance Board did not make a decision at its last meeting on whether they would loan ESNZ Central the funds and noted that this would now be a decision for the Endurance Board at its first meeting after its AGM in July.

**11. Close of Meeting**

It was agreed that the GM would pen a statement regarding the outcomes of the meetings.

Kevin James thanked remaining Board members, Alison Higgins, Wendy Farnell and Daryl Owen for attending the meeting. Kevin also thanked the following on behalf of Endurance - Richard Sunderland for chairing the meeting, Kathryn Roberts for giving a Board perspective and Dana Kirkpatrick, Warrick Allan and Emma Gowan for attending the meeting from ESNZ.

There being no further business the Chair declared the meeting closed at 4.00pm.

## **Appendix 1 – Attendance Register**

Deirdre Bartlett  
Vicky Whitehead  
Allan Haigh  
Susan Reid  
Kevin James  
Alison Higgins  
Sharon Nisbett  
Jo Lankow  
Andrea Smith  
Murray Smith  
Maeve McLellen  
Louisa Muir  
Pip Mutch  
Jenny Champion  
Shane Dougan  
John Stevenson  
Phillip Higgins  
Marie Wakeling  
Stuart Walkeling  
Raewyn Carter  
Warren James  
Wendy Farnell  
Daryl Owen  
Ron Guest  
Shantalle Geurtjens  
Sylvia Ireland  
Jackie Mason  
Jane Ferguson  
Jenny Weston  
Nick Page  
Dana Kirkpatrick – ESNZ General Manager  
Warrick Allan – ESNZ Staff  
Emma Gowan – ESNZ Staff  
Richard Sunderland – ESNZ President & Chair of the forum  
Kathryn Roberts – ESNZ Board Member