

MINUTES OF THE 38TH ANNUAL GENERAL MEETING OF
THE ARABIAN HORSE SOCIETY OF AUST LTD
HELD AT THE MESS FACILITY
SYDNEY INTERNATIONAL EQUESTRIAN CENTRE
SAXONY ROAD
HORSLEY PARK NSW 2175
ON
TUESDAY 5TH MARCH 2013

PRESENT:- L Currie (Chairman), V Dodson, , D Barrett, L Boch,, R Borysko, A Buckley, P & L Mc Cormack, J Dand, N & J Dand, J Dickson, H Dohan, M Findlay, S Gibson, N Kinnear, G Lilley, R Males, N Marshman, Br P McIntosh, V Moeby, Mulawa Arabian Stud, L & M O'Dea, S &t Peacock, A Preston, A Redinger, R Smith, Springmead Stud Farm Pty Ltd, M Stuart-Smith, D Taff, R Walsh, P Gear, P Hall, D Hatherell, T Keller, W &H Pankhurst, D & C Rutherford, I & D Watsom, L Williamson, J Newton, C Potts, J Shannon & R Vulga, R Shipton & D Burns, J Trigg, S Ahel, J Bromley, D Cowden, V Crosland, L Denton, D & K Dertell, S Gannaway, C Huxtable, G & S Jones,, J Grieve, G Martini, V McEwan K McMahon & M Parker, J Middlemast, P O'Connor A & C Rosewall, S Savage, S & S Taylor, L Tomlinson, O Warke, S Williams J Wilson, K Fletcher-Grieve.

PRESENT BY PROXY:-,

A Denney, J HK Boon, K Snell, G Debney, C L Olive, K Prudfoot, T Foprrest, W Gordton, M Roscoe, J Ryan, S Hall, M J Doyle, V Bradley, B Rickard, P Cooke, C \$ D Zammit, J McDonald, B Harper, B Selby, R & K Garland, G Parker, W Smith, M Hodge, J Marsh, D Rhodes-Smith, M Rhodes-Smith, R, J & A Hawks, J Carsley, B Blucher, M Corbley, J Howard, K Davies

At 7.35pm the Chairman announced that a quorum had been reached ant the meeting was now open. The Chairman then welcomed all members present and especially those from Interstate. She then introduced the Directors and the Secretary to the assembly.

APOLOGIES:-

Apologies from :

C Gordon, Elizabeth Luckock, and Jane Gough, K Luckock, Kerry Smith, V Males, T Males

It was:-

Moved:- Ms S Ahel

Seconded:- Mrs J Bromley

“That the apologies as tendered be received and recorded.”

Carried

Presentations were then made to the winners of the 2012 Championships Awards and the Distinguished Service Award recipients.

The Minutes of the previous Annual General Meeting were then tabled at the meeting.

Then it was:-

Moved:- Ms K Fletcher- Grieve

Seconded:- Mr A Preston

“That the Minutes of the 2012 AGM be taken as read.”

Carried

It was then:-

Moved:- Mr A Preston

Seconded:- Ms K Fletcher-Grieve

“That the Minutes of the 2012 AGM be accepted as a true record.”

Carried

CHAIRMAN'S REPORT TO THE AGM 2013

In a general sense the financial climate we operate in did not alter appreciably this year, but we are learning to cope with the challenges of the new millennium. When the Society first incorporated in 1975 the Arabian horse was in the ascendancy and every Purebred female of breeding age was in foal. The market was buoyant, the AA Shows such as the Victorian Classic and the National Stud Horse and Pony Show in Sydney had over 1000 entries each. The Arabian Horse Society had over 5000 members. This continued through the 1980's until the 1990's brought us all a shot of reality, with the over-production of the previous decades seriously lowering the prices of Purebred Arabians in particular. Still, the overseas endurance market took up the slack for many breeders, but the Equine Influenza epidemic of 2007 marked a watershed year in which many departed the industry, or at best weighed up the efficacy of continuing to breed as many foals. Our known age demographic for owners of Arabian horses is the 40 to 60 year group. Many studs began in or around 1970 in the boom years. If the breeders were 40 when they started to own Arabian horses, they were 70 in 2000. It's not rocket science, and you've all seen the dispersal advertisements. Our younger members have found it more difficult to buy land on which to keep horses. Many more agist these days, meaning they keep fewer horses. Urbanization has meant acreage is further from the centres of commerce where they must travel to work each day. Their children have a smorgasbord of other exciting ways to spend their leisure time and do not automatically gravitate to horses. It's not so easy to catch their attention.

We began this year with a mission to follow through on our cost-cutting program which began in 2012, while spreading out the responsibilities for areas the Society has inherited over the years, such as the training of our judges, to the Affiliates and the State committees who are closest to the end-users. It is regrettable that more of our members do not join their Affiliates because this is where promotions undertaken on behalf of the breed can be most effective. Most countries of the world who are having problems such as ours with dwindling memberships, smaller entries in Shows and less Arabians being bred, have concluded that the Arabian is his own best advertisement and any opportunity to get members of the public close to the living, breathing horse is invaluable. Many years ago we had more open days, stud tours and attendance at low-key Ag Shows than we do now, and while those of us who are already lifetime members of the Arabian club enjoy the big high-end events, it's probably the smaller promotions like the Arabian booth at the Horse Expo at the RNA in Brisbane organized by the Queensland Affiliates, and the "patting horses" in the booth at Equitana organized this year by the Arabian Alliance, where friendly Arabians are seen and admired by the general public. Most of these smaller events are run by very small bands of volunteers, but if breeders could spend a day here and there helping out in their own localities, they might be surprised at the influence they can have. Taking care of the big picture means each small element of that picture benefits as well. It is futile to be wringing our hands at the problems if we are not prepared to be part of the solution.

We decided to opt out of Equitana this year as it was not within our budget and the figure of \$17,445 is the final amortization of our previous Equitana expenses. Thankfully the Arabian Alliance group took up the challenge, presenting their Show and the booth at Equitana 2012. Tonight you will receive reports from the Judges Executive Committee, the Championships Committee, and also Promotions, Membership and Governance, Youth and Archives Committees. You will note that our year has been no less busy than any other, but our budget for 2012 was by necessity a lean one, and all the committees felt the difference. They juggled the necessity of continuing basic programs with the desirability of introducing new ideas to stimulate interest. The JEC has invited the States to select representatives from among their members for a "new-look" JEC that will meet by phone link-up and email and run judge training and examinations. The Championships Committee is looking at ways to restructure the Aussie Champs economically, while taking segments of it to

different States to run, and has invited expressions of interest which sadly, so far have not had any firm results. We have not re-ordered any of our merchandise and will be having a last sale of all items at the Championships. The Membership and Governance Committee is still looking at the Articles of Association but have found it is a bigger job than it looked at first. This committee is bringing some proposed new membership segmenting to the table. The 2012 Australian Championships, held indoors at the SIEC complex with one continuous ring in operation, was a bigger Show than 2011. Entries were up by \$10,000 and we managed to secure \$27,000 in generous sponsorship. We did not hold an Awards Dinner in 2012 which was a saving of \$3600 and one less event to set up in a hectic week for our already physically stretched volunteers and staff, although we did encourage groups and studs to hold their own celebrations. There were less trade stands than in previous years. Trophies and sashes continue to be large expenses at \$15,700 and \$15,000 but we do not give prize money. We had a profit of \$3800 which still does not take into account office time spent on the Show. The endurance training ride was successfully run at SIEC with minimal input from the Society, and will be repeated in 2013 although the course has had to be re-set due to SIEC developments.

Registry income was up by almost \$20,000 reflected in almost all registration categories and transfers. In an effort to catch up the many Arabian and Derivative horses we know have been bred but remain unregistered, we put an amnesty in place until the 31st December to allow people to register at the fee they'd have paid at 2 years. We know that anecdotally we have a large number of unregistered Arabians in this country, as have countries like the United States, and as the first amnesty was so successful we have extended it out to June 30th 2013. We have continued to creep up our requirements for genetic testing and have noticed a change in attitude among members. When first introduced there was outrage from some that we were introducing the testing at any level, whereas now there is impatience that everyone is not testing! It may seem like a slow progression but so did DNA testing when it was first introduced and now it is just an accepted part of registration. We can't move any faster than our members can afford.

Memberships are still falling, which is an enormous concern. The main problem is that people only have to be members when they want to register horses or show at the Aussie Championships. They can pay their day insurance to participate in Affiliate events. There are fewer people showing so fewer people needing memberships. Those participating in any other activities such as endurance, or hacking and doing dressage with EA, have their own separate registrations with those Societies and see no reason to belong to the AHSA as well. We desperately need to find more and better reasons for people to join us. We also need to come to grips with the major decision, which could go either way, to require all Derivative breeders to be members as well.

I also feel the need to draw attention to the fact that while there are still many Purebred Arabians being bred in Australia, they are still grossly under-represented in the showing and most other horse sports except for endurance. We need to acknowledge the excellence of Arabians wherever they are gaining recognition, and to try and heal the great divide the members feel between those who show [particularly in halter] and those who do other things such as trail-riding, team penning, pony dressage, Western, barrel racing, racing. Don't let them drift away from the core body. I would like to congratulate the NARA organization for a very exciting year in racing, and hope that others may be inspired to have a go at racing like our members in North Queensland did recently.

We are particularly pleased with the economies introduced by Harold Williamson and the staff in the office. We are now printing many of our documents in-house and have plans to develop brochures and perhaps even Newsletters that can be produced in-house. We email as much material as possible to our members, and encourage members to do likewise, although many still like to telephone. All our documents, Articles, Rules and Regulations, Financial Statements, Breeders Bulletins, etc., are available on our website.

Our Treasurer's Report will detail more of the Financial Accounts, while our Accountant Ms Michelle Neville will be present at the AGM to answer any members' questions.

Mares	28200	28405	28596	28761	28925	29119	29294	29454
Stallions*	23845	23640	23740	23857	23988	24087	24181	24293
Anglo								
Mares	3637	3748	3831	3912	3997	4058	4103	4163
Stallions*	3128	3211	3272	3329	3379	3420	3450	3486
Arabian Pony								
Mares	2949	3078	3193	3305	3403	3515	3646	3896
Stallions*	2208	2319	2386	2436	2497	2558	2620	2721
Warmblood								
Mares	485	554	609	673	728	773	839	918
Stallions*	383	444	464	506	540	575	618	662
Riding Pony								
Mares	975	1117	1267	1427	1584	1742	1885	2113
Stallions*	821	963	1039	1141	1260	1354	1475	1607
Quarab								
Mares	51	73	92	103	121	131	143	149
Stallions*	23	33	41	47	53	54	58	67
Stockhorse								
Mares	71	93	118	133	143	160	170	184
Stallions*	56	72	102	108	113	126	133	142
Totals	117691	119486	121135	122828	124544	126135	127658	129424

*Includes Geldings ** Adjusted

Stud Book - Yearly Registrations

	2005	2006	2007	2008	2009	2010	2011	2012
Purebred								
Mares	694	565	475	483	490	458	440	369
Stallions	56	75	36	48	41	41	35	19
Geldings	349	237	138	174	192	151	145	138
Partbred								
Mares	235	205	191	165	164	194	175	160
Stallions	205	155	100	117	131	99	94	112
Anglo								
Mares	124	111	83	81	85	61	45	60
Stallions	87	83	61	57	50	41	30	36
Arabian Pony								
Mares	151	129	115	112	98	112	131	250
Stallions	91	111	67	50	61	61	62	101
Warmblood								
Mares	37	69	55	64	55	45	66	79
Stallions	35	61	20	42	34	35	43	44
Riding Pony								
Mares	118	142	150	160	157	158	143	228
Stallions	104	142	76	102	119	94	121	132
Quarab								
Mares	10	22	19	11	18	10	12	6
Stallions	10	10	8	6	6	1	4	9
Stockhorse								
Mares	37	22	25	15	10	17	10	14
Stallions	28	16	30	6	5	13	7	9
Totals	2371	2155	1649	1693	1716	1591	1523	1766

*Includes Geldings

Colts Gelded And Foal Recorded

Colts Gelded	565	601	530	518	494	490	427	491
Foal Recorded	530	585	416	403	376	378	345	365

Transfers Recorded

Purebred	1549	1473	1324	1324	1323	1315	1033	1086
Derivative	951	977	966	966	922	972	1109	998
Total	2500	2450	2290	2290	2245	2287	2142	2084

Horses Blood Typed/DNA	1389	1519	1325	1325	1297	1109	1096	932
Horses Buffy Coat Conversion	287	287	1159	468	244	61	54	41
Hair Storage		172	209	209	189	163	137	104

It was then: _

Moved:- Ms V Dodson

Seconded:- Ms M Stuart-Smith

"That the Secretary's Report be accepted."

Carried

TREASURERS REPORT AGM 2013

Treasurers summary of the 2012 Financial Report

Due to the effective strategies implemented by the Board of directors, the Society has concluded the 2012 financial year with improved stability. This places the society in a much healthier financial position heading in to 2013 with the current total of cash in the bank standing at \$367,000.00

Although the 2012 financials do report a net deficit of \$27,957 when the non cash items like depreciation & the amortized amount is considered the society concluded the financial year with a positive cash flow profit.

Through 2012 the AHSA board worked collectively with strict budgeting & progressive targeting to gain a steady financial improvement. With expenditure down & the income up it gave a steady cash flow throughout the year. The 2012 budget delivered a marked decrease in expenditure in a majority of sectors;

The Board's ongoing targets for increasing income delivered some healthy improvements with a total net income increase inclusive of a improvement in income from registry.

Due to prudent budgeting & targets attained for sponsorship the 2012 Championships recorded a profit for the first time in several years. With the assistance & support of the Arabian Horse Breeders Alliance of Australasia who are working cohesively with the Arabian Society to promote the Arabian breed, the greatly beneficial breed promotion held at the 2012 Equitana delivered a small profit for the society however this was absorbed in the final amount of the amortized loss stemming from the 2010 Equitana, with the conclusion of this amortization amount it will aid in starting the 2013 financial year in a more equitable position.

The restructuring of merchandising in 2012 yielded a profit compared to the loss in this sector last year as was the same with Roll of merit as this sector also turned a profit.

The restructuring of the schematics for the JEC & Championships assisted in eliminating costs for staff overtime & coupled with a decrease in some staffing hours assisting in decreasing overall staff costs. The raise in super fund contributions in this years financials compared with last years figures is derived through a salary sacrifice by our secretary. Progressive changes to the structure of the Board meetings delivered a substantial decrease in the Director expenses & as the new structure for the operations of JEC & Championships comes into play this should fine tune this expense in 2013. The Board was able to decrease expenditure in breed promotions without decreasing any promoting of the breed. This was achieved through utilizing "partner" promoters making promotional endeavors feasible.

Like most other societies our memberships is down & the board continues to work with ways of turing this in a positive direction with a membership drive being a focus target for of the Board throughout 2013.

Unavoidable increases in expenses throughout the year came from an increase in Rates & Taxes, Insurance, Maintenance of Equipment, Bank Charges, Repairs to Building,

The AHSA starts 2013 buoyant & solvent & has now proceeded into a new year with a positive progressive direction forward. The continued momentum by the Board & the support by members will insure that the future of our society will be productive & fruitful.

Allan R Preston - Treasurer

It was then: _

Moved:- Ms G Martini

Seconded:- Ms V Dodson

“That the Treasurer’s Report be accepted.”

Carried

The Annual Accounts were then presented

The Chairman then welcomed Ms M Nevil of Priestley & Morris who gave a detailed explanation of the Societies results and financial position.

It was then: _

Moved:- Mr A Preston

Seconded:- Ms K Fletcher-Grieve

“That the annual accounts as presented be adopted..”

Carried

It was then: _

Moved:- Ms S Ahel

Seconded:- Ms J Bromley

“That Priestley and Morris be appointed Auditors of the Society for 2013.”

Carried

RETURNING OFFICERS REPORT BOARD ELECTIONS 2013/2014

Elections Australia Pty. Ltd. ABN 76 067 211 018

5 MERLIN STREET, ROSEVILLE NSW 2069

PHONE/FAX: (02) 9416 9627

MOBILE: 0408 067 211

E-MAIL: mail@myvote.com.au

THE ARABIAN HORSE SOCIETY OF AUSTRALIA LIMITED
BOARD ELECTIONS FOR 2013/2014

Arrangements were made for me to conduct the contested election for two Board Members from Queensland. Voting papers were posted out to eligible members who were able to vote online or alternatively by post. The period for voting closed at 4.00pm on 31 January by which time 210 members had submitted an online vote and a further 185 members had returned their papers through the post. Of those papers returned through the post 15 did not contain voting papers but instead included extraneous material such as remittances and proxy forms ... this left a total of 170 postal votes to be counted.

Voters' membership details were checked against the Society's membership database to ensure eligibility and also to identify multiple voters ... no incidence of multiple voting was detected. Ballot papers were removed from the envelopes and counted. 69 postal votes showed a vote for a single candidate and the remaining 101 postal votes showed votes for two candidates. Of the 210 online votes 67 showed a vote for a single candidate and 140 showed votes for two candidates ... the remaining 3 online votes were classified as informal as they failed to adequately comply with the voting directions.

The result of the voting is shown below.

	Yvonne BARLOW	Tracey KELLER	Leonie WILLIAMSON	TOTALS	INFORMAL
Postal Votes	84	90	97	271	0
Online Votes	103	102	142	347	3
Total Votes	187	192	239	618	3

Accordingly Leonie WILLIAMSON and Tracey KELLER will be declared elected as Board Members however Tracey KELLER will be required to retire at the 2014 Annual General Meeting.

Mr A Preston, Ms G Martini, Ms S Ahel, Ms K Fletcher-Grieve were elected unopposed



Phil Lewis
Returning Officer
Elections Australia Pty Ltd
31 January 2013

It was then: _

Moved:- MS Sahel

Seconded:- Mrs J Bromley

"That the Returning Officers Report be accepted."

Carried

The Chairman then expressed the Society thanks to Mrs C Gordon for her contribution to the Society as Chairman, board member and to the breed overall.

The Chairman then welcomed Mrs L Williamson and Ms T Keller to the Board.

Pursuant to Article 39, Mr A Preston, Ms G Martini, Ms S Ahel, Ms K Fletcher-Grieve, Mrs L Williamson and Ms T Keller are appointed to the Board of Directors of the AHSA Ltd and may now assume their seats on the Board.

SUB-COMMITTEE REPORTS.

REPORT OF THE JUDGES EXECUTIVE COMMITTEE FOR 2013

Members of the Judges Executive Committee for 2012 were, Miss Gudrun Martini (Chairman), Mrs Coralie Gordon, Mr Allan Preston, Ms Selina Ahel and Ms Karen Fletcher-Grieve. We were able ably assisted by a member of the AHSA staff, Mrs Laura Smith, our minute Secretary. Laura works very hard to assist with the smooth running of the JEC and produces all the paper work needed to make things happen.

Our main project for the year has been to develop a system to streamline the JEC so that less time is spent during Board meetings on this ever increasing work-load, therefore the

JEC is conducting the majority of its business using electronic mediums. A Template has been produce which sets out the guide-lines on how the JEC will conduct its' business now and in the future. It also sets out the responsibilities of the State/Area Arabian Judges Committees/groups.

Unfortunately the current Judges Booklet still has not gone to print. This is most unsatisfactory and I do apologise. Judges info can be accessed on-line and at this stage the Judges booklet will be in print around the middle of 2013 after this year's Upgrades have been dealt with.

Another project we are in the middle of is up-dating the Derivative Standard booklet and re-printing the booklet. We are in desperate need of GOOD QUALITY PHOTOGRAPHS of excellent examples for each Derivative registry. We are looking for a halter and a performance photo for each registry and they cannot be currently exhibiting in the show-ring. If you think you may have suitable photographs that you would like considered, please email these to Laura's email: judges@ahsa.asn.au in high resolution.

The JEC is always working to make the lot of the Arabian Judge that much easier and we are here to assist when needed and to adjudicate on any continuous issue concerning Arabian Judges and the show ring. You can always contact the office or me personally on mobile 0408 448 477 or email gudrunmartini@ymail.com

Gudrun Martini
Chairman, Judges Executive Committee

It was then:_

Moved:- Mr J Newton

Seconded:- Ms M Stuar-Smith

"That the JEC Subcommittee Report be accepted."

Carried

AUSTRALIAN CHAMPIONSHIP REPORT 2013

Once again this year, the decision was made to return the Australian National Arabian Championships to the Sydney International Equestrian Centre. This decision was essentially based on the economic restraints we are currently experiencing. The SIEC facility can supply all that is technically and logistically required to run a large show like ours, with more than adequate stabling, camping facilities, and close proximity to the AHSA office and staff, many of whom are heavily involved in the running of the show.

The 2012 show managed to come out approximately \$3000 in the plus. The Board and show committee worked tirelessly throughout the year to find ways of cutting costs while still presenting exhibitors with the best possible show. However, the fact is that if it had not been for the generosity of our many sponsors who provided \$27 000, the show simply could not have run. This year, for the first time in many years, we increased entry fees for exhibitors. This was just one necessary step we needed to take to cover increasing costs across the whole spectrum of what it takes to run the show in it's current format.

We are not alone in our struggle to keep the show afloat. Many of the major shows around the world are also suffering and are looking for alternative models to the "big show" format that we have become so familiar with, a format that worked well in better times.

You may be aware that the Board have made the difficult decision that AHSA can no longer sustain the Championships in it's current format. The show has reached it's peak and can no longer grow as it is currently run. The physical cost, as well as the time and cost in office and admin time is prohibitive. We must remember that the Society's primary role is as a Registry for the Arabian horse, and sacrifices need to be made to preserve our Registry. None of us want to see the show fold and we have discussed at great length the options we have for keeping it going.

In 2014, the show will be split into three smaller sections; Youth & Amateur, Purebred, and Derivative sections. We will offer our Affiliates the opportunity to run each of the sections, separately, or in conjunction with another Affiliate and another section. AHSA will provide a template for the running of the show and will assist in any way it can. We see that this way, the show will once again have opportunity for growth. For example, the Derivative section could combine with another Breed Society, bringing our horses to a new audience. The Youth / Am section could

combine with The Interschools, or Pony Club Championships. The Purebred section would be a showcase of the beauty and versatility of the Arabian, and could be combined with something like an Endurance Ride, or similar lifestyle type events such as an art show. The idea is to provide opportunity to open up our market and increase our exposure, ensuring the longevity of not only the Aussie Champs, but the Society as well.

As for the 2013 Australian Championships, we hope that those who have attended the show have a very enjoyable time! We once again thank our very generous sponsors and the many people who worked behind the scenes securing sponsorship. Because of your efforts, it looks as though this show will once again come out in the black, if only just. The Affiliate Sponsorship package and "Go Team" initiative have been a great success! Great to see people working together to support the show!

Looking forward to seeing you at the 2014 Aussies,

Karen Fletcher-Grieve
Championships Chair

It was then: _

Moved:- Ms G Martini

Seconded:- Ms M Stuart-Smith

"That the Championships Sub Committee Report be accepted."

Carried

YOUTH SUB COMMITTEE REPORT 2013

Once again this year, the Society and several of its Affiliates have been working hard to encourage Youth involvement with Arabian horses across the Country, although the Society has been limited in its support due to the financial situation. The very successful Victorian Youth programme is still well and truly active, under the continuing guidance of Kate Luckock. Ideally, in the next few years, similar programmes will be run in the other States, based on Kate's model.

The WA Arabian Horse Association continues to have major shows with Youth sections, and ran a very successful Encouragement Show that featured a walk/trot ring as well as novelties and handling and presentation.

The Downs Arabian Club in Qld also run a very successful You/Am show at Laidley, where all the competitors are Youth and Amateurs, and the professional handlers run the show. As well as stewarding etc, they give help and coaching to the competitors and the Judges are asked to give feedback as they go.

In the next 12 months we will be working on ways of further recognizing our versatile Arabian in it's many other Youth equine endeavours, not just in the show scene. We know that there are many horses out there in Pony Club, Interschools, Endurance, and just pleasure riding that carry Arabian blood and give our Youth a world of pleasure and education.

VICTORIAN YOUTH GROUP REPORT – 2013 AHSA AGM

2012 saw the Victorian Youth Group continue with 30 members. Membership has remained stable with new members countering the departure of some of the older members relocating to university or job commitments.

In keeping with the aim of the Youth Group the kids have received a variety of instruction incorporating ridden, games, cross country and showjumping, a trail ride with an Endurance rider, horsemastership, making neck rugs, scrap booking and some cutting training through working a mechanical cow. We also had lectures with a current Youth Group member now serving as an apprentice jockey giving some insight into racing & life as a jockey and Kate Dertell giving an informative talk on breeding.

In August the kids conducted a very good AGM. Special mention must go to Jess Kirkpatrick for delivering an extremely comprehensive Chairman's report and for completing an active two year term as leader of the Group. Immediate past Chairman Bridie White, was elected to the position of Chairman. The Committee have interacted well together and confidence has developed during the last twelve months amongst the younger

committee members. The Group retains a healthy bank balance owing to the kids doing some annual fundraising.

We congratulate Adelle Mahoney on winning the Victorian Youth of the Year title. Adelle repeated the performance last year on her previous horse. The Youth Group is most grateful to the participating Affiliate shows for their continuing support of this award.

The camping and socialising at Youth Group weekends continues to be an extremely important part of the success of the Youth Group.

Kate Luckock

It was then: _

Moved:- Mr A Preston

Seconded:- Ms K Fletcher-Grieve

“That the Youth Sub committee report be accepted.”

Carried

MARKETING AND PROMOTIONS SUB COMMITTEE REPORT 2013

During the last year the Marketing and Promotions subcommittee has faced some challenging questions. With no budget and severe cost management strategies in place, we needed to think of different and new ways to promote not only the societies products but the Arabian horse as well.

The societies products are few been membership, transfers and registrations. These three products make up the income stream for the society with a few incidentals. These three products are very hard to value add too. We need to make these products valuable and sought after not only by our members but the wider horse community. Our society needs to be viewed as been desirable and offering value for money for people to want to join. The more people that join the more horses will be sold and the more viable we will be. We are implementing a voucher system that will allow businesses to offer discount “vouchers” to our members. Hopefully this will be a win win for our members by increasing sales for those with businesses and offering money saving opportunities for those that wish to purchase a product. Value adding to transfers and registrations is definitely going to need further creative thinking but we are looking at ways to offer a discount for a new membership and transfer that is sent in together. This means that if you sell a horse to a new member and transfer it at the same time you would receive a discount. We are currently working through record keeping clichés before this is offered.

The versatility of the Arabian makes promotion of the breed challenging. You name a sport, activity or function and you will also be able to name an Arabian that is involved. Of course some activities are more suited to Arabians than others but the list is still long. It is nearly impossible for the Society to have a strong promotional presence in all of these activities that is still viable and offers a return to breeders, trainers and sellers.

Generally if you spend \$1 you need to earn between \$4 to \$6 to cover the cost of that dollar. Currently when the Society sends books, bags etc. to groups for promotion we need to get back 4 to 6 times what those items cost. If we send \$1000 we need to see \$4000 worth of product sales. This is hard to do but in the current economic climate we need to try to achieve break even with our promotions and cannot afford to just give stuff away without expecting some return. We are creating a template to be used at breed displays etc. to get people’s names and offer a welcome day run by the affiliates and studs in the relevant area. These people need to be viewed as potential customers or members, and bought into our group. Not all of them will want to buy a horse but they might love to be stewards at shows, committee members or friends of a stud. The Friends of the Arabian Horse membership would be ideal for these entry level people.

With all promotion we have to look at the viability of each activity. It is no longer enough to have pens caps and polo shirts offered for sale. We need to look at how each of those items will increase sales not only for the Society but for our members as well. If someone is given a pen with The Arabian Horse on it will that make them purchase a horse? To this end we are investigating horse bases promotional products that will make our horses

recognisable as been Arabian and a horse and society that others will want to be part of. After all our horses are the reason that we have a society and without them we are nothing. We are always going to rely on individuals to do the majority of the promotion of our breed because as breeders no one can know your product better than you. The brainstorming sessions that occur during the board meetings are invaluable to us to achieve our goals and coming up with innovative ideas. We don't want to be the same as other societies. We need to be different. We need to promote our Society as the 'go to' Society.

At this stage it was:-

Moved:- Ms S Ahel

Seconded:- Mrs. J Bromley

"That the reports of the Marketing and Promotions Sub-Committee be accepted."

Carried

Membership Report to AGM 2012

The Membership Committee considered various ideas with the aim of increasing membership and providing benefits to existing members.

The Committee only met once during the year due to time constraints in the reduced length of Board meetings in an effort to reduce costs

However the Marketing and Promotions Committee are actively looking at ways of value adding to improve and increase our membership.

As the Chairman stated in her report the changes to the Memorandum and Articles have moved slowly due to the size and complexity of the issues involved.

Harold Williamson
Secretary Manager

At this stage it was:-

Moved:- Ms S Ahel

Seconded:- Mrs J Bromley

"That the report of the Membership Sub-Committee be accepted."

Carried

The Chairman the announced that the Board had moved to appoint Mrs N Kinnear as a Life Member of the Society

Then Mrs J Bromley announced that the Board had moved to appoint Mrs L Currie as a Life Member Of the Society

GENERAL BUSINESS

Bro P McIntosh wished to express a vote of thanks to Mrs C Gordon for her contribution to the Society as a Board Member, Chairman, written work, books published etc

There was followed by acclamation.

Mrs K Dertell then raised the issue of Split Championships feeling that the Shows would lose numbers as a lot of members multiple areas of the show and therefore not be economical.

There was then much discussion on this issue, including affiliates running the split show, that the Memos and Article of Association state the Society must run a show, more volunteers would be needed, affiliates have enough to do, that affiliates could combine to run the Aussies.

The Chairman responded that the New Board would consider all possibilities

There being no further business the Chairman thanked the members for their attendance and declared the meeting closed at 9.00pm

C Currie

Chairman

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