

PROMOTIONS & MEMBERSHIP REPORT 2018-19

The 2018-19 Promotion & Membership Sub-Committee of the Board consisted of myself (Sub-Committee Chair), Leonie Williamson (AHSA Chairman), Karen Fletcher- Grieve, Greg Liddle and Scott Benjamin, and receiving extra support from, Helen Dohan and Teresa Edwards the AHSA Secretary and Assistant Secretary respectively.

This year, as in the previous year, we set the prime objectives of the Promotions and Membership Sub-Committee to support and help promote the activities of the Australian Arabian Championships and the Youth Championships however the members involved in the newly created Events Company did such a fantastic job we had very little to do again other than some basic advertising and supporting via our two Facebook pages.

We continue to spend a great deal of our personal time and efforts in those 'behind the scenes' activities maintaining our two Facebook sites, the Australian Arabian Horse Society Members only group and the Australian Arabian Horse Society Promotions page. We are very happy with the way both Social media pages have been accepted by our members and hopefully they will continue to be a source of current and up to date communication with our members as an additional resource to our website.

The expression of interest to interested bodies for an overhauling or renovation of our current Arabian Horse News is well and truly underway with two sources under consideration, with a bit of luck the incoming Promotions and Membership subcommittee will be able to put a recommendation to the Board before the end of this year.

Talks were initiated with a very well-known garment and merchandise provider to be licensed to use our trademarked logo on the usual range of clothing, we've opted for a 'pre-order' system as opposed to purchasing stock and hopefully again the incoming Promotion subcommittee can finalise this deal and advertise it to our members.

We did initiate some small merchandising items (pens, fridge magnets and coloured wrist bands) we picked these to be easy to send with new memberships and to hand out at our events, wristbands were given to the youth competitors at the Youth Championships.

All in all, it was a sedate year for the Promotions and Membership Subcommittee, the AANC was well and truly looked after by our newly formed Events company and the WAHO conference was also well managed by that team. We did provide some advertising support etc. but hats off to those that put on two great shows.

We are all looking forward to the 2019 -20 year ahead and hoping that the Promotions and membership subcommittee will continue to work on the items already began and include some new and interesting suggestions and ideas to promote the most amazing breed of horse in the world and to continue to support or current members whilst investing in ways of attracting new members, always a challenge but I'm sure we are looking forward to it.

Richard Shipton
Chair – Promotions & Membership sub committee