

AUSTRALIAN TRAIL HORSE RIDERS ASSOCIATION

REGIONAL MANAGERS' WORKSHOP AND GENERAL MEETING MCGUIRE'S COLMSLSIE HOTEL, MORNINGSIDE, QUEENSLAND DAY 1 – 4TH MARCH 2016

Workshop and General Meeting commenced at 8.30 am

Alan Salter welcomed all participants and declared the meeting open, with a theme of ***“ATHRA volunteers working together in harmony”***.

Alan outlined the conference guidelines and agenda. He then advised that in order for the conference to proceed harmoniously, it was necessary from the outset that he clear the air regarding concerns by Queensland clubs over access and Qld grant fund issues. Four Qld clubs have written to the Board expressing support for Claire Bourke, effectively asking the Board to install her in the position of Development Manager, the President of the Bouldercombe club requesting his letter be tabled at the meeting. (ATTACHMENT 1) Alan read the letter, and then read the Board's letter of response to the club. (ATTACHMENT 2) He explained that he did so with a great deal of reluctance, but of necessity in view of the circumstances, and was hopeful that knowing the background of this situation would facilitate a more harmonious and productive environment in Queensland.

Some discussion ensued seeking clarification. Mez green offered to take on the Queensland Development role.

Attendance:

Alan Salter, Vince Sherry, Julia Sherry, Pamela O'Neill, Lloyd Fletcher, Paul Hughes, Tony Hart, Megan Galvin, Gail Ferris, Karen Carter, Lenore Muellener, Paul Peddie Mary Hughes, Jo Kasch, Sue Baillie, Yaz Horsfield, Merlyn Green, Special Guest Paul Daven[ort of Affinity Insurance. Marg Mills arrived Saturday

Apologies:

Mitch Kemp, Katie Kemp, Ken Lee, Sunny Coast Club (Chris Bourne), Tony Nash, Chrissy Joy Marshall, Blackbutt Pony Express, Anna Sheehan, Kristy Holloway, Bush Riders Inc, Casterton Club, South Gippsland Club (Carol Graham), Tambo Upper Club (Caroline Driscoll), Tasmanian Trail Riders (Nathan Wesley), Toongabbie Club (Dave Smith), Warragul Club (Kate Shorten) and Yarram Club (Melinda McKean).

Alan invited all to introduce themselves and provide a brief outline of their ATHRA involvement. At this point Paul Davenport from Affinity Insurance Brokers arrived, was welcomed and introduced to the meeting.

Previous Meeting Minutes:

Moved: **Lloyd Fletcher** that the meeting minutes of the 16th & 17th April 2015 be accepted as a true and accurate record.

Seconded: **Vince Sherry**

The motion was carried.

Matters Arising From Previous Minutes:

No matters arising. The investigation into “online memberships” will be discussed in a later presentation.

Regional Managers’ Presentations:

- New South Wales
Central - Paul Hughes
South, South West - Karen Carter
Eastern Central - Meg Galvin

- Tasmania
Alan Salter

- Victoria
Gippsland (encapsulating Tasmania – Alan Salter
North East - Jo-Anne Kasch
Western – Vince Sherry provided a power point presentation on behalf of Katie Kemp.
Central – Paul Peddie

- Queensland
South East - Lenore Meuleners
North, Eastern Central – Mez Green

Mez provided a power point presentation which was tabled and discussed; Mez raised the issue of inappropriate behaviour/attitudes by members towards RMs, stating that such instances should be brought to the attention of the Board if it was causing an issue. Alan Salter congratulated Mez and her management of the issues, and reiterated that all member interactions should be in accordance with the expectations of the Board, and the theme of this conference. Alan reassured RMs of Board support with behaviour issues.

Sunshine Coast - Gail Ferris

- South Australia
Alan Salter read a report prepared by Ken Lee on his behalf.

- Western Australia

Vince Sherry provided a power point presentation on behalf of Anna Sheehan and Kristy Holloway. Vince to follow up an access video for website.

Best Practice Outcomes:

- Trail Ride Challenges (TRC's) could be used prior to a trail ride to identify unfit horses etc.
- TRC's be used as "come and try days" to raise funds & attract memberships
- Bi-monthly contact with clubs is ideal
- All emails to clubs be addressed as Bcc recipients to reduce spam etc.
- When planning major rides/events it should be noted that the Queensland Camp is always on in 1st week of September school holidays
- A list of "major ATHRA events" be prepared by Vince Sherry & Tony Hart to coordinate event dates and establish priority for publication on website
- Vince Sherry and Tony Hart will coordinate a NSW State Camp in 2017

Annual Club Reports:

Lloyd Fletcher provided a power point presentation of statistics gleaned from all 2015 Affiliated Club Annual Reports. Alan thanked Lloyd for his hard work in this area as he had helped reduce his workload.

Insurance Report:

Alan Salter made a brief verbal summary of the twelve 2015 claims, a reduction of the previous year but still room for improvement as some seemed preventable. He summarised the 2016 renewal process which involved investigating another provider, but strongly recommend continuing the relationship with Affinity to the Board. A late notification of a pending Public Liability claim had jeopardised a reduction of the PL premium.

Guest Speaker – Paul Davenport (Affinity Insurance Brokers):

Alan then introduced Paul Davenport who provided a verbal presentation on Affinity's role and relationship with ATHRA, expanding on the industry requirements as well as providing a general overview. He emphasised the importance to insurance underwriters of longstanding relationships with clients such as ATHRA. Paul provided answers and explanations to a variety of questions from attendees. Paul indicated that he did not believe the compulsory wearing of helmets would impact the cost of premiums, but the issue of wearing helmets should remain under review. He indicated that although ATHRA was regarded as a leader in the equine industry, we should not stop looking for ways of improving. He provided copies of *"Australian Horse Welfare & Well-Being*

Toolkit”, as a resource and reference for clubs. Affinity will make more copies available if needed. In answering a question Paul was of the opinion that ATHRA memberships needed to number 5,000 to 7,000 to remain viable without price increases.

Alan extended ATHRA’s thanks and appreciation to Paul for giving up his personal time to attend. Paul remained in attendance and participated until the end of Day 1.

Action – Alan Salter to write a letter of thanks to Affinity for facilitating Paul’s attendance

Biosecurity Report:

Alan Salter indicated that there were no recent issues to report, but clubs/members should remain ever vigilant. Updates will be posted on the website as appropriate. Paul Davenport handed out a resource booklet for the advice of clubs, (refer to Insurance Report).

Accreditation Report:

Tony Hart presented reports on the revamp of the Accreditation Course & the Train the Trainers’ Course. He also provided an overview of the 2015 courses highlighting the lower number. . See attached report.

2017 Membership and Affiliation Fees:

Karen Carter recommended that the individual membership fees remain unchanged for 2017, Club Affiliation fees be set at \$50 if paid before 31/12/2016, \$100 thereafter. RMs were asked to remind clubs that the re-affiliation process cannot be regarded as completed until the Annual Club Affiliation Application, the Club Executive Advice Form, Annual Club Report & the relevant affiliation fee have all been received. The date of affiliation, and therefore the amount payable will be governed by compliance with all 4 requirements.

Trail Ride Challenge:

Vince Sherry provided a power point & video presentation on the new version of TRC. Clubs should be encouraged to undertake a TRC prior to an accreditation course which will assist those attending such courses.

Communications and Marketing Report:

- Merchandising Recently appointed “Merchandise & Partner Agreement Manager” Sue Baillie provided an overview of her duties, her visions for the future, and products.

- General Outline Gail Ferris provided a general outline of her role.

Membership Statistics:

Lloyd Fletcher provided a power point presentation on the breakdown of the nationwide membership stats and trends.

Information Management System (IMS):

Vince Sherry provided a power point presentation on the IMS, who can access it and what it has to offer. He expressed appreciation for the assistance and advice provided to him by Paul Tolcher. Vince asked that the IMS be reviewed with the view to identifying documents which can be removed.

Action – Vince Sherry

Alan thanked Vince for taking on the IMS role, albeit on a temporary basis. A search will continue for someone suitable to fill the role.

Melbourne Equitana 2016:

Alan Salter asked Tony Hart to provide an overview of the upcoming Equitana event. Tony confirmed that a booth had been booked and provided the dates, identified the booth site and the logic in its strategic selection, and answered questions from the floor. Tony asked the Board to review the opportunities that Equitana presents and to focus on the 2018 event with the aim of showcasing ATHRA and its wonderful Trail Horses. Vince suggested holding a TRC display.

Workshop and General Meeting closed at 5.00pm, to resume at 8.30 am on 5th March.

AUSTRALIAN TRAIL HORSE RIDERS ASSOCIATION

REGIONAL MANAGERS' WORKSHOP AND GENERAL MEETING MCGUIRE'S COLMSLSIE HOTEL, MORNINGSIDE, QUEENSLAND DAY 2 – 5TH MARCH 2016

Continuation of Workshop and General Meeting commencing at 8.30 am.

Attendance:

Alan Salter, Vince Sherry, Julia Sherry, Pamela O'Neill, Lloyd Fletcher, Paul Hughes, Tony Hart, Megan Galvin, Gail Ferris, Karen Carter, Lenore Muellener, Paul Peddie Mary Hughes, Jo Kasch, Sue Baillie, Yaz Horsfield, Merlyn Green, Special Guest Paul Daven[ort of Affinity Insurance. Marg Mills arrived Saturday

Apologies:

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Access Report:

Alan advised that he had Mitch Kemp's Director's report which encapsulated all Access issues which he would formally table at the AGM tomorrow. He introduced Pam O'Neill and asked if there were any access issues of concern. Yaz indicated a current issue with one of her club's trails (involving wire covered boxed step overs at an entrance), rangers intend closing the trail. Pam advised on how best to manage a submission.

Code of Conduct:

Alan Salter presented the proposed changes to rules 3.29, 3.30, 3.31, 3.32, 3.33, 7.1, 8.1, 8.5, 8.6 to 8.18, 9.3, and 9.6 of the Code of Conduct for approval. (These changes were subsequently formally incorporated into document IMS-GU-009 ATHRA Code of Conduct V20160306

Motion: **Tony Hart** moved that the changes as outlined be accepted and incorporated into the Code of Conduct.

Seconded: **Vince Sherry**

This motion was carried unanimously.

Action – Vince/Tony/Alan (see overleaf)

Note: Alan, Vince and Tony will work to produce a flow chart as an easy to understand visual guide to determine if a Special Event Application is required for a proposed Education Day or clinic.

On Line Membership Progress Report:

Tony presented a brief power point presentation outlining statistics of other equine clubs with on line capabilities for member registration.

Vince Sherry presented a power point presentation outlining the benefits of ATHRA going on line with membership applications followed by an on line demonstration of how it may work.

Tony Hart proposed that a link be included on the membership website that allowed for the individual club component to be paid along with ATHRA fee.

Marg Mills mentioned issues she felt may assist the process of online memberships and the financial considerations in implementing the online membership process. She emphasised that data integrity must be protected at all times.

Items for consideration

- Club membership integration in the online process.
- Club member approval process
- Data integration into ATHRA database

Tony and Vince will collaborate with Marg Mills and report back to the Board with options. Lloyd Fletcher wanted it on record that he was opposed to the online changes and was assured that his fears would be allayed when the outcome of further development was presented. Discussion ensued regarding the advantages of the online concept with respect to membership growth and volunteer burnout. "Online" may attract a younger generation to volunteer roles in clubs etc.

Website Report:

Marg Mills provided a summation power point presentation on what had happened during 2015. See attached report.

Future Vision For Website:

Vince Sherry provided a power point presentation explaining it's about obtaining ideas and undertaking a SWOT analysis. Many questions and answers ensued. Have video testimonials for website. See attached

Financial Report:

Karen Carter presented the financials for 2015 explaining the discrepancy of “pre-payment” for the 2016 insurance costs. The auditors put much pressure on Karen due to their late provision of the report and the additional recommendations which have not been placed previously. Karen indicated she will be recommending a change in auditors for the 2016 operating year. See attached report.

Constitution:

Alan Salter presented the proposed change to the Constitution and explained the logic in changing the definition of “in writing” in sub rule 1.11. Discussion ensued and questions to various aspects of the change answered.

Marketing and Promotion:

Vince Sherry presented the vision of marketing using multimedia, website, Facebook, print and promotion. (See attached)

ATHRA Moving Forward – *Visions for the future:*

Vince Sherry provided a presentation on where the organisation needs to head in order to grow, and future proof itself. (See attached)

Break Out Session:

Attendees broke up into 3 groups to discuss and present their ideas on “where they see ATHRA in ten years’ time”. Refer to summary of ideas in attached spreadsheet.

The Workshop and General Meeting closed at 5.00pm, to resume to discuss Parking Lot issues at 8.30 am tomorrow, prior to the AGM.

AUSTRALIAN TRAIL HORSE RIDERS ASSOCIATION

**REGIONAL MANAGERS' WORKSHOP AND GENERAL MEETING
MCGUIRE'S COLMSLSIE HOTEL, MORNINGSIDE, QUEENSLAND
DAY 3 – 6TH MARCH 2016**

Continuation of Workshop and General Meeting commencing at 8.30am.

ATTENDANCE & APOLOGIES AS PER DAYS 1 & 2:

PARKING LOT ISSUES RAISED DURING CONFERENCE:

- Club Annual Report – RM's to receive copy.
 - Healthy discussion took place resulting in agreement that clubs to send annual reports to Lloyd with copies to be sent to RM's.
- When will ATHRA be in a better financial position to reintroduce club grants?
 - Taken on notice - to be reviewed following the budget compilation.
- Website access tab and content. Committee (state based or not)
 - Access Director to provide info on the detail of content following its review.
- Review accreditation dates to match operational year
 - Completed following meeting with Marg Mills
- Endorsement of TB qualifications onto membership cards.
 - Complete - will review the ability for room on card for endorsement.
- Grants as incentives to new members at come & try days e.g. (riding helmets)
 - Vince spoke of state funds being available to provide incentives for come & try days. H2O is the ATHRA partner that can assist
 - Andre Teuwson Pro Sport International 0408735691
andre@prosportinternational.com.au Action **Board to review.**
- Use of an acknowledgement on the Membership Form, of permission to use images of the individual.
 - Action Board to review
- Review the use of search engines to raise ATHRA's prominence.
 - Marg Mills to review and advise Board.

Meeting declared closed at 9.00am.

Next Meeting – Date and venue to be advised