

**SUMMARY - NSWERA BRAINSTORM WORKSHOP
BATHURST PANTHERS, BATHURST - SATURDAY 26TH NOVEMBER 2022**

Workshop commenced: 9.45am
Workshop Concluded: approx. 4.40pm
Moderator: Tony Marshall
Coordinator: Annette Bailey

Attendance: in alphabetical order (surname) -

Erica Allen; Jo Arblaster; Andrew Bailey; Annette Bailey; Chris Bailey; Jolene Cole; Sharyn Coulston; Ian Curtis; Kerry Fowler-Smith; Fia Hasko-Stewart; Talea Hasko-Stewart; Wayne Hegarty; Belinda Hopley; Tracy Johns; Kylie Jonkers; Linda Jonkers; Amanda Kettlewell; Poppy Kettlewell (afternoon); Georgia Ladmore; Anne Lymbery; Stuart Lymbery; Bridget Maher; Edwina McCarron; Tony Marshall; Fiona Meller; Kaitlyn Mercieca (afternoon); Michelle Merceica; Tahnaya Merceica; Anna Norton; Gertraud Norton; Angelina Patterson; Gavin Peacock; Jordan Piggott; Les Robinson; Rowena Robinson; Christine Speers; Karin Santoso; Ruth Sumpner; Brian Swan; Amy Todarello; Sue Todd; Matthew Walker

Online Streaming Coordinator - Talea Hasko-Stewart/Noni Seagrim

Online Streaming Attendance:

Renee Kirk; Caitlin Langley; Di Luker; Louise Piddington; Noni Seagrim; Sue Warren; Tony Warren

Attachments to this Summary -

TABLE 1	SMC OPPORTUNITIES RECOGNISED AT THE SMC WORKSHOP AUGUST 2022
TABLE 2	BRAINSTORM IDEAS FROM THE FLOOR OF THE BATHURST WORKSHOP 26NOV22
TABLE 3	COMBINED BRAINSTORM OPPORTUNITIES FROM TABLES 1 & 2
TABLE 4	KEY OPPORTUNITIES IDENTIFIED BY ATTENDEES AND GROUPED INTO MAJOR STRATEGIES (THEMES)
TABLE 5	FOCUS GROUP STRATEGIES IDENTIFIED & DISCUSSED FROM TABLE 4
TABLE 6	PROMOTIONS SUB-COMMITTEE MEMBERS

Thanks everyone for coming to the Brainstorm Workshop on Saturday, 26th November at Bathurst Panthers. We sincerely hope the day had a positive outcome for both you and endurance riding in NSW.

At the end of the day, the final outcomes that were hoped for were achieved -

- ✓ Recognition of key opportunities to grow endurance riding in NSW
- ✓ Formation of a NSWERA Promotions Sub-Committee to incorporate strategies into possible policy for State Management Committees (SMC) to stimulate growth in NSW Endurance Riding.

How it worked -

The workshop commenced with introductions and explanations of how the day would progress and then a short Q&A session to make sure everyone understood the basic process.



All the worktables were printed on large printed sheets and attached to white boards as required.

The worktables were also projected onto a screen from a laptop and the information typed into the tables in real time. These tables were then saved as a record of the day and presented as the attachments above.

Table 1 - opportunities/strategies for growth determined at the SMC Workshop 26th Aug 2022.

Table 2 - opportunities/strategies for growth brainstormed at the Workshop.

Table 3 - All the above opportunities/strategies were combined into one table.

Table 4 - the raw data from Table 3 was then brainstormed by each person marking their top preferred strategies. The top 5 strategies were transferred and grouped into five key themes to make Table 5 -

- i. Ride format & Management
- ii. Promotions & Sponsorship
- iii. Administration/IT
- iv. Community Building
- v. Culture

This process provided a necessary pathway to reach the final outcomes in Table 5.

Table 5 consisted of five focus groups each with 6-7 people. Each group was assigned a "Theme" from the above list in Table 4. They then identified the key attributes for their assigned "theme".

The groups all came back together for a final time and the spokesperson for each group summarised their findings (Table 5).

All the raw data in the previous steps provide a great resource for the SMC and the Promotions Subcommittee.

Ideas and data provided in Table 5 will form the main focus for the Promotions Subcommittee listed in Table 6.

These people nominated themselves from the floor. There was no formal voting or election, mainly due to time constraints, but also because the subcommittee is a dynamic committee, ie people can offer to be involved or be invited to provide further skills if necessary. Its objectives are to enhance the skillset of the SMC and to help the SMC make decisions that will affect the future of NSW Endurance.

Terms of Reference have been written for the subcommittee that reflect the above dynamics of its structure.



Reflection -

Like most things attempted for the first time, it is good to reflect on what you might do differently should the opportunity present itself.

- ❖ If costs permit, use an online booking service for attendance at the workshop
 - Send out a Notice of the event via email to all members with the booking details.
- ❖ Prior to the workshop, send out either a SWOT analysis or a questionnaire to provide workable opportunities for growth to reduce time doing this at the Workshop.
- ❖ Time spent brainstorming from the floor should not be curtailed or restricted as it is where the best ideas are formed.
 - Be prepared to allocate double the time you think, regardless of whether strategies are determined prior to the meeting.
- ❖ Possibly, the suggestion of a of a better interactive online streaming platform than the one used could have helped online interaction with the workshop.
 - However, *nothing* can replace people actually being at the workshop to provide a collegiate, proactive environment.
- ❖ Make sure a second microphone is available at the venue that can be moved around the tables.
 - This would also assist online streaming of the workshop.

In summary the notable key issues that resonated throughout the day were -

- ❖ Not to lose touch with the determinations of this workshop
- ❖ Improving the “culture” of the sport at all levels is a critical issue in improving the public face of Endurance riding in NSW.
- ❖ Skillset of SMC - encouragement of people to the SMC that have skills that enhance growth of endurance riding in NSW and increased utilisation of sub committees for this purpose.
- ❖ Promotions and sponsorship need to be identified as key issues at all levels of administration - SMC/Zones/Ride Organisers.
- ❖ Develop strategies to incorporate shorter endurance rides under the “endurance umbrella” that stimulate competition within the framework of the Novice Horse & Rider requirements eg Ride to Time/Heart Rate.
- ❖ Better recognition and acknowledgement of achievements in all levels of endurance riding by recognising and respecting both the winners and shorter distance endurance rides and riders.
- ❖ As an Association, we need to recognise the need to “not keep re-inventing the wheel” and instead utilise better technology and resources that already exist in the marketplace.
- ❖ Make better use of education and promotional resources already available and promote their availability to Clubs/Zones.



TABLE 1 - ATTACHMENT

SMC IDENTIFIED GROWTH OPPORTUNITIES - DETERMINED FROM SMC WORKSHOP (projector & whiteboard)

SMC IDENTIFIED GROWTH OPPORTUNITIES	Mark "X" against best opportunities for growth	SMC IDENTIFIED GROWTH OPPORTUNITIES	Mark "X" against best opportunities for growth
40km Rides - review		Getting Started in Endurance Notes	
Social Media/Develop new website/information for website/communications strategy		Newsletter Review	
Improve Mentoring process		Ride Matrix/Ride Booking Procedures	
Social media outlets/improved Communications		Review Zones	
Review Intermediate Membership		Pony Club Involvement Possibilities	
Follow-up Lost Members		Look at "one stop shop" for SMC Info	
Review Rides no longer running		Review Portfolios	
More Carnival type competitions		Review Media Exposure/Social media/YouTube	
Review use of past/existing surveys		Corporate sponsorship	
Review SMC Skillsets		Use of sub-committees by SMC	
Online Membership			
Develop Sponsorships Packages SMC/ROs			
Assistance for ROs - communication access, reports, assistance, feedback/support mechanisms			
Culture of SMC and its membership - develop new mission statement to reflect sport going forward			



TABLE 2 - ATTACHMENT

BRAINSTORM IDEAS FROM THE FLOOR (Projector & white board) - (60 MINS)

OPPORTUNITIES
Losing spirit for competitive sport
Competitive opportunities in shorter distances ridden to restricted times/staggered start & optimum HR (DRNZ)
Same Event Location
Bridge between Trail Riding & Endurances Riding
Allrounder award - for horse & rider
Broaden opportunities for membership from other sports - dual opportunities
Expand skillset/workforce to promote endurance riding - sub committee scenario
Duplication of resources nationally vs number of members
Promotion - Competition vs “complete is to win”?
Social Media reach to increase
More events in different locations
Professional media coverage/marketing of the sport
Know what the market is we are wanting to reach
Improve culture of the sport to welcome new people - mission statement
Improve quality of the experience for shorter distances - attention to what is the first experience
Focus on juniors coming into the sport - camps/promote teams events/opportunities to represent their States
Confusing pre-ride information - information needs to be more accessible/improvement in delivery
Improve skills sets of people managing social media - possibly sub committee
Need people to inspire others to join - reduce tall poppy syndrome
Welcome Packs
Looking at survey target groups - those most likely to join endurance/social demographics
Promote through local groups/alliance to join in local areas - encourage mentoring/access to trails/camaraderie
Hierarchy of clubs - Social to Regional to State to National
Competitions to encourage membership growth eg “The Challenge”
Acknowledgement of people starting or stepping up
Better utilisation of YouTube etc to make professional videos - “How to ...
Facebook/#hash tagging/blogs/interviews at rides



Embrace available technology - utilise what is available overseas - “stop reinventing the wheel” - eg GPS Tracking/HR monitors in Vet Area/Crew Points on Track etc
Improve SMC Culture
Improve Culture of Sport - be more welcoming
Provide Training Weekends - interacting mentoring/information/
Readdress how we encourage people to step up - staggered starts/small group starts etc.
No encouragement for different people to be acknowledged
Recognition of achievements - eg novice to endurance for horse & rider
Mentoring out on track - identification of mentors on track/pace riders
Revisit what we’ve had before
Information to be provided



TABLE 3 - ATTACHMENT

3. ALL BRAINSTORM OPPORTUNITIES FROM TABLE 1 & 2. (Projector & Whiteboard)

THEME	BRAINSTORM
<p>1. RIDE FORMAT & MANAGEMENT</p>	<p>Same event location. Competitive competition in shorter distances - Ride to time, DRNZ Concept Broader membership from other sports/dual/equine sports eg work in with campdrafts Acknowledgment of people starting or “stepping up” Improve Sport Culture to welcome new people - improve mission statement Provide Training Weekends - interacting mentoring/information Readdress how we encourage people to “step up” - staggered starts/small group starts On course mentoring for shorter rides - identification of mentors; use of pace riders Revisit what has happened in the past Saturday rides for short distances Review 40km rides Review Rides no longer running More Carnival type competitions Assistance for ROs - improved communication access, reports, feedback & support mechanisms Improve the culture of the sport to welcome new people and improve mission statement Information accessible to new members at pre ride/improve delivery Social groups to join local areas - mentoring/access to trails/promote team events Training weekends - interacting mentoring/information</p>
<p>2. PROMOTIONS SPONSORSHIP</p>	<p>Celebrate heroes/reduce tall poppy syndrome Competitions to encourage membership eg “the Challenge” Pony Club Allrounder Award - reaching out to pony clubs Social Media to reach new membership Professional media coverage/marketing of the sport Celebrate heroes/reduce tall poppy syndrome Looking at survey target groups likely to join endurance/social demographics Better utilization of YouTube to make professional videos - “How to” Facebook/Hash Tagging/Interviews at ride/Blogs Follow up Lost Members Getting Started In Endurance Notes Looking at survey target groups likely to join endurance/social demographics Develop Sponsorship Packages/SMC & ROS</p>



	<p>Newsletter review Reduce bridge between trail rides and endurance Promotions to other equine disciplines More events in different locations Improve quality of the experience for shorter distances Welcome Packs to be made available</p>
3. ADMIN/IT	<p>Improve Technology/Electronic HR/GPS Tracking/Utilise what is available OS/Crew Checks on Track - stop reinventing the wheel Review Intermediate Membership Sustainability and follow through of ideas and strategies Review use of past/existing surveys Review SMC skill sets Online Membership Review of Ride Matrix Review Zones Review Portfolios Use of Sub Committees by SMC Look at “one stop shop” for SMC information Review Media exposure/social media Improve skillsets of people managing social media-possible subcommittee</p>
4. COMMUNITY BUILDING	<p>Hierarchy of Club -regional to state to National Duplication of resources vs number of members Recognition of achievements eg novice to endurance for horse and rider Social Media/Use and Develop new website/information for website/communications strategy Improve Mentoring process Social Media outlets/improve communications Culture of SMC and its membership - develop new mission statement to reflect sport going forward Pony Club involvement possibilities Social groups to join local area groups- mentoring/access to trails/promote team events</p>
5. CULTURE	<p>Losing spirit for competition Competition vs “complete is to win” More focus on juniors coming into the sport - camps/promote team events/opportunities Improve SMC Culture Improve Sport Culture - Endurance Riders are Not Team Players No encouragement for people to be acknowledged or encouraged</p>



TABLE 4 - ATTACHMENT

TOP 5 OPPORTUNITIES PRIORITISED IN THEMES

THEME	BRAINSTORM
6. RIDE FORMAT & MANAGEMENT	<ul style="list-style-type: none"> • Same event location. Competitive competition in shorter distances - Ride to time, DRNZ Concept • Improve Sport Culture to welcome new people - improve mission statement • Information accessible to new members at pre ride/improve delivery • Social groups to join local areas - mentoring/access to trails/promote team events • Training weekends - interacting mentoring/information
7. PROMOTIONS SPONSORSHIP	<ul style="list-style-type: none"> • Celebrate heroes/reduce tall poppy syndrome • Social Media to reach new membership • Professional media coverage/marketing of the sport • Better utilization of YouTube to make professional videos - “How to”
8. ADMIN/IT	<ul style="list-style-type: none"> • Improve Technology/Electronic HR/GPS Tracking/Utilise what is available OS/Crew checks on track - stop “reinventing the wheel” with technology already available • Sustainability and follow through of ideas and strategies • Review SMC skill sets • Review Media exposure/social media • Improve skillsets of people managing social media-possible subcommittee
9. COMMUNITY BUILDING	<ul style="list-style-type: none"> • Hierarchy of Club -regional to state to National • Recognition of achievements eg novice to endurance for horse and rider • Improve Mentoring process • Culture of SMC and its membership - develop new mission statement to reflect sport going forward • Social groups to join local area groups- mentoring/access to trails/promote team events
10. CULTURE	<ul style="list-style-type: none"> • Losing spirit for competition • Competition vs “complete is to win” • More focus on juniors coming into the sport - camps/promote team events/opportunities • Improve SMC Culture • Improve Sport Culture - Endurance Riders are Not Team Players



TABLE 5 - ATTACHMENT

FOCUS GROUP WORK - STRATEGIES - 5 X THEMES - IDENTIFY POSSIBLE STRATEGIES

- ATTENDEES DIVIDED INTO SMALL FOCUS GROUPS
- SPOKESPERSON NOMINATED TO DELIVER OUTCOMES TO MAIN GROUP
- EACH GROUP PROVIDED AN OVER-ARCHING “THEME” WITH 4-5 IDENTIFIED OPPORTUNITIES FOR EACH “THEME”.
- BASIC STRATEGIES ADDRESSED TO DEVELOP EACH STRATEGY.

HOW TO MAKE IT WORK (STRATEGIES)	
PRIORITY OPPORTUNITY	STRATEGY
<p>1. RIDE FORMAT & MANAGEMENT</p> <ul style="list-style-type: none"> • Improve culture of the sport to welcome new people - possible new mission statement. • Same Event location - competitive opportunities in shorter distances - eg DRNZ controlled time with controlled HR in a competitive environment. • Make information more accessible to new members, eg improve pre-ride talk delivery • Provide training weekends focused on local areas 	<ul style="list-style-type: none"> • Bottom line is shorter rides are endurance rides. This speaks to the improving the culture of endurance riding with changing attitudes from top to bottom and bottom to top of sport. • Encourage people to engage in the sport, when they can't be competitive - adopt optimum times for 20km/40km rides following DRNZ concept within the current AERA rules. Can be two separate events - one ride to time competitively, the other a normal 20km/40km event. • Scenic City will nominate to run such an event. Advertise well in advance with rules advertised clearly • YouTube videos are already available on website. Under used resource. Can be promoted better on nswera.asn.au. Send YouTube links automatically when entering online to day members etc. and provide better access to information through the online entry platform • Better resources for 40km/20km riders eg better explanation of metabolics; explanation of on course signage, etc - resources available but need to better accessed and promoted. • Positive idea for riders from other equine disciplines. • People who might not want to continue riding can contribute in other ways • Training weekends used as introduction to endurance riding eg less than 19km distances. <p>Mission Statement - “That Ride formats and management and the behaviour of all involved is inclusive to riders of all distances”</p>



<p>2. PROMOTIONS/SPONSORSHIP</p> <ul style="list-style-type: none"> • Celebrate heroes/reduce tall poppy syndrome • Social Media to reach new membership • Professional media coverage/marketing of the sport • Better utilization of YouTube to make professional videos - “How to” 	<ul style="list-style-type: none"> • Improve skillsets - make it a priority. Promotions cannot be an afterthought anymore! • Dedicated Portfolio to Social Media - Social Media Editor to replace Newsletter Editor <ul style="list-style-type: none"> ◦ Promote rides before and after - real time reports online, achievements, interesting news. <i>It has to be someone’s job - not necessarily on the SMC.</i> • ROs to think more about promotion of their events on social media. <ul style="list-style-type: none"> ◦ When applying to run any ride - RO need to detail Social Media/Promotions Plan • Rather than a social media plan - have MEDIA PLAN - online/local media/drones etc • Be proactive rather than waiting for the information to come to the website eg posters within the community. • YouTube/videos - use of Bullio Cup resource/videos - share promotional resources from all ROs. • Use of short clips, #links, links to other short videos, etc can be just as effective to promote to other equine disciplines eg trail riding, showjumping, campdrafting etc. • Cross-promotion of rides - each ride promoting the next ride • Use of humour, etc can be a selling point, eg to the Arabian “showies” - “Want to see what your horse looks like dirty?”, to the eventer “Prefer your water jumps to be smaller?”; Pony Clubs - practice events without a distance. • Helping new riders - sign how to enter, etc. what happens when you get to the ride, etc. • Be hospitable - eg group dinner after pre-ride - bring a plate. Gets everyone together before the ride. • Repetition of information - people take in little snippets at one time. Bring to forefront of people minds regularly in short bursts. • Identify experienced riders to mentor during the ride
<p>3. ADMINISTRATION/IT</p> <ul style="list-style-type: none"> • Improve Technology/Electronic HR/GPS Tracking/Utilise what is available OS/Crew checks on track - stop “reinventing the wheel” with technology already available 	<ul style="list-style-type: none"> • Address short falls that may occur on the SMC. <ul style="list-style-type: none"> ◦ Identify where the shortfalls are and encourage people onto the SMC that have these skills. ◦ Advertise these shortfalls and encourage involvement in the SMC • Forming Sub committees critical to address skillset deficits on SMC <ul style="list-style-type: none"> ◦ Encourage sub-committees eg. Mentoring for new ROs and riders sub ctee; marketing sub ctee; social media sub ctee



<ul style="list-style-type: none"> • Sustainability and follow through of ideas and strategies • Review SMC skill sets • Review Media exposure/social media • Improve skillsets of people managing social media-possible subcommittee 	<ul style="list-style-type: none"> • Improve technology - HR/GPS/Crewpoints - SMC should initiate immediate talks with AERA re integrating Yamamah app into AERASpace - real time tracking of event. <ul style="list-style-type: none"> ○ GPS issues can be solved using off the shelf technology to improve event integrity issue knowing where horses are on course and improves safety on course. ○ Heart Rate viewing facilities in the vetting area could be investigated. Off the shelf facilities available. Sponsorship/funding of these resources. • On course crewing/viewing points - review rule change to facilitate on course crewing. <ul style="list-style-type: none"> ○ Creates interest for those attending & the public plus horse welfare issues improved.
<p>4. COMMUNITY BUILDING</p> <ul style="list-style-type: none"> • Hierarchy of Club -regional to state to National • Recognition of achievements eg novice to endurance for horse and rider • Improve Mentoring process • Culture of SMC and its membership - develop new mission statement to reflect sport going forward • Social groups to join local area groups- mentoring/access to trails/promote team events 	<ul style="list-style-type: none"> • Clubs within each Zone could hold social rides for small fee. Money to stay with Club to fund activities. • Club level “Chief Stewards” at short distance events. Encouragement of club members to “step up” and become Chief Stewards within the sport <ul style="list-style-type: none"> ○ Club level chief steward competition to encourage further involvement • Introductory level - club rider = join a club to join a state. • At club level events put on using Chief Stewards only once a month etc. <ul style="list-style-type: none"> ○ Gives access of event in non stressful environment. Includes mentoring, How to Strap/feed/etc. • On track mentoring taking small groups around the track. Provides support network to give confidence to progress onward and upward. • AERASpace to provide better recognition of endurance milestones. <ul style="list-style-type: none"> ○ Recognition awards drilling right through from top to bottom and bottom to top. • Mentoring process would change the whole culture of the sport. • Encourages volunteers to be involved at community level/grassroots level • To be a NSWERA members, you need to join your local endurance club.
<p>5. CULTURE</p> <ul style="list-style-type: none"> • Losing spirit for competition • Competition vs “complete is to win” 	<ul style="list-style-type: none"> • Competition vs complete is to win are not mutually exclusive. <ul style="list-style-type: none"> ○ In spirit of encouraging competition - new riders have their own competition to reduce feeling of being disadvantaged and create feeling of level playing field. • Mini Marathons for each distances available over a long weekend eg 3x10km 3x20kms; 3x40kms.



<ul style="list-style-type: none"> • More focus on juniors coming into the sport - camps/promote team events/opportunities • Improve SMC Culture • Improve Sport Culture - Endurance Riders are Not Team Players 	<ul style="list-style-type: none"> ○ Concept of sharing information by multiple events or small scale mini marathons over a weekend like a pony club camp environment. • Need to change culture and not discriminate against shorter events. • SMC Culture - common threads of lack of feedback from SMC eg feedback from AERA, communications need to be more transparent. <ul style="list-style-type: none"> ○ This could flow into a more appropriate social media platform. ○ Ride Matrix needs reform - if ride is willing to be put a ride on the decision to run should be more transparent. General consensus is more rides the better. ○ Minutes need to be available much earlier on line.
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TABLE 6 - NSWERA PROMOTIONS SUB COMMITTEE - ATTACHMENT

NSWERA PROMOTIONS SUB COMMITTEE
FIA HASKO-STEWART
LINDA HENLEY
GEORGIA LADMORE
AMANDA KETTLEWELL
GERTUDE NORTON
ANNA NORTON
JORDAN PIGGOTT
STUART LYMBERY
SMC – ANNETTE BAILEY