

# Irish Draught and Sport Horse Society of Australia Participation Survey

Analysis of responses

## Q1. What State of Australia do you live in?

Answer Options	All Responses	All Responses
New South Wales	40	25%
Victoria	66	42%
South Australia	5	3%
Queensland	33	21%
Tasmania	6	4%
Western Australia	7	4%
Northern Territory	1	1%
Australian Capital Territory	1	1%
	159	

COMMENT: We received the greatest number of responses from Victoria (66/42%) followed by NSW (40/25%).

## Q2. Are you a current member of the Irish Draught and Sport Horse Society of Australia?

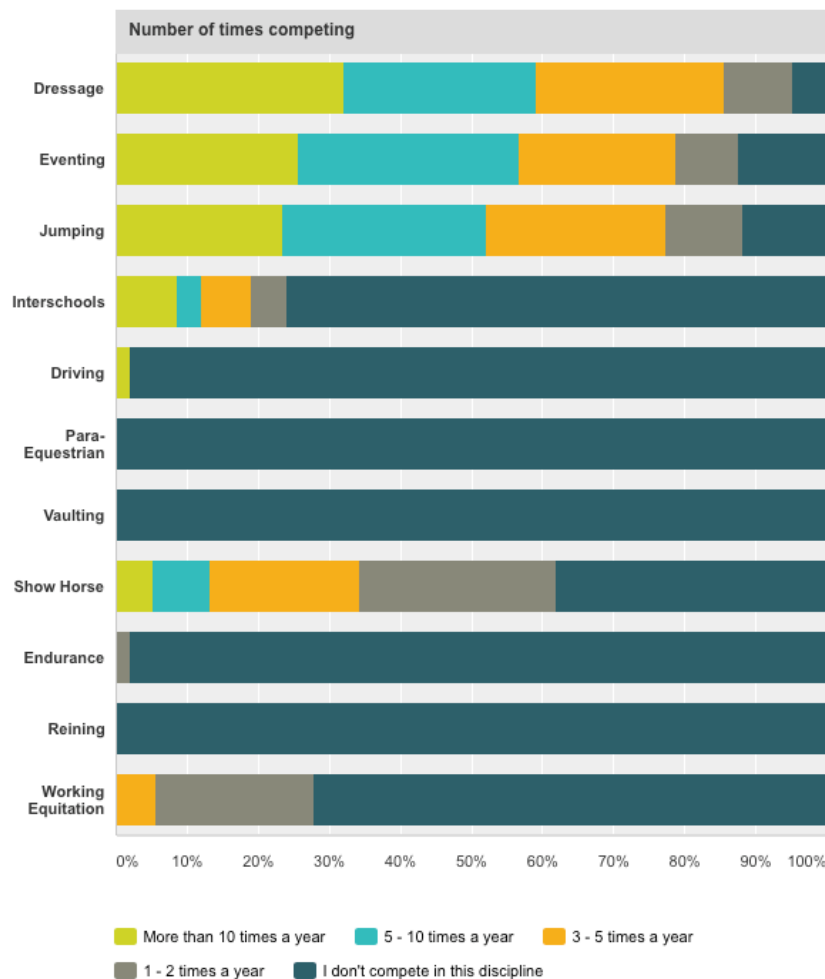
Answer Options	All Responses	All Responses	Current members	Current members	Past members	Past members	Never been a member	Never been a member
New South Wales	40	25%	13	33%	6	15%	21	53%
Victoria	66	42%	31	47%	9	14%	26	39%
South Australia	5	3%	1	20%	1	20%	3	60%
Queensland	33	21%	19	58%	7	21%	7	21%
Tasmania	6	4%	2	33%	1	17%	3	50%
Western Australia	7	4%	5	71%	1	14%	1	14%
Northern Territory	1	1%	0	0%	0	0%	1	100%
Australian Capital Territory	1	1%	0	0%	0	0%	1	100%
	159		71	45%	25	16%	63	39.6%

COMMENT: Only 45% of respondents are current members of the Society. While 47% (31) of Victorian respondents are current members, only 33% (13) of respondents from NSW are currently members. The relatively low level of membership amongst Irish Draught and Irish Sport Horse owners indicates there is significant opportunity for the Society to increase member numbers, especially in NSW.

**Q3. Do you own or ride one or more Irish Draught or Irish Sport Horses?**

COMMENT: 98.8 per cent respondents answered yes.

**Q4. How many times a year do you compete in these different disciplines with your Irish Draught or Irish Sport Horse/s?**

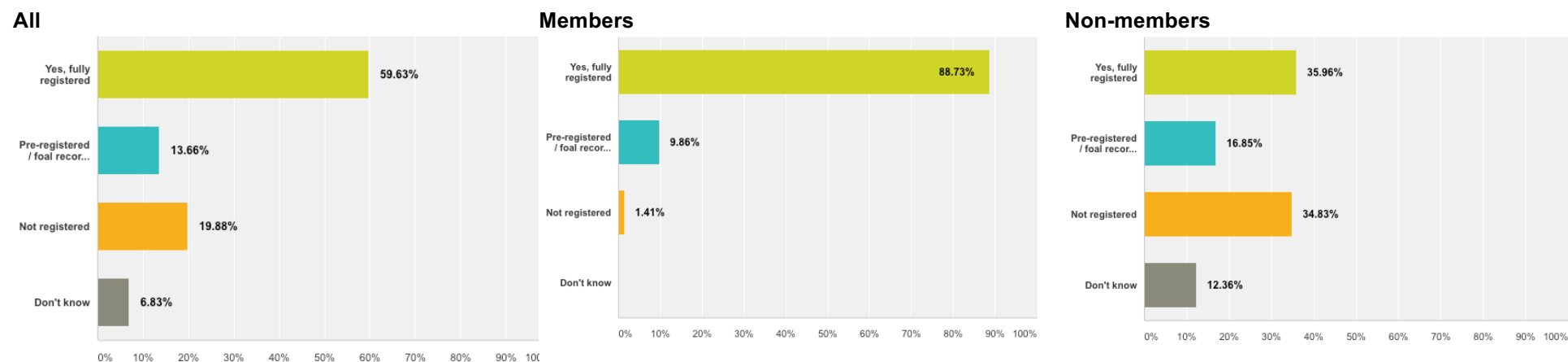


Answer Options	All		Members only	
	Some involvement	Percent	Some involvement	Percent
Dressage	120	83%	57	90%
Eventing	100	69%	44	70%
Jumping	106	74%	52	83%
Interschools	14	10%	6	10%
Driving	1	1%	1	2%
Para-Equestrian	0	0%	0	0%
Vaulting	0	0%	0	0%
Show Horse	47	33%	26	41%
Endurance	1	1%	1	2%
Reining	0	0%	0	0%
Working Equitation	15	10%	7	11%

COMMENT:

- Irish Draught and Irish Sport Horses are very versatile, competing in a wide range of disciplines.
- Dressage was the most common discipline (83% all/90% members) followed by show jumping (74% all/83% members) and eventing (69% all/70% members) – these disciplines should be the primary focus for sponsorship
- There are also fairly high levels of participation reported in show horse (33% all/41% members)
- And emerging levels of participation in working equitation (10% all/11% members)
- Sponsorship opportunities should also be offered in these disciplines.

**Q5. Is the Irish Draught or Irish Sport Horse/s you compete with registered with the Irish Draught and Sport Horse Society of Australia?**



COMMENT: Overall levels of full registration are fairly high (60%), but this is much higher in current members (84%) than in non-members (36%). Given the likelihood of members having fully registered horses, increasing membership numbers could also be hoped to increase the number of fully registered horses.

**Q6. Are you a member of or participate with your Irish Draught or Irish Sport Horse in competitions hosted by any of these other equestrian clubs? Select up to 5.**

LANCEFIELD EQUESTRIAN GROUP INC. (VIC)	11
Woody Yaloak Equestrian Association (VIC)	11
Sydney Eventing Inc (NSW)	10
Berrima Horse Trials Inc. (NSW)	9
Silver Hills Horse Trials (NSW)	9
Tamborine Equestrian Group Inc. (QLD)	9
National Capital Horse Trials (ACT)	8
FRESHWATER CREEK AND DISTRICT RIDING CLUB (VIC)	7
Kooralbyn Equestrian Group Inc (QLD)	7
ACT Dressage Association (ACT)	6
ACT Showjumping Club Inc. (ACT)	6
GOULBURN VALLEY EQUESTRIAN CLUB (VIC)	6
Logan Village Riding Club Inc. (QLD)	6
YARRAMBAT ADULT RIDING CLUB (VIC)	6

BENALLA & DISTRICT ADULT RIDING CLUB INC (VIC)	5
National Capital Equestrian Club (ACT)	5
RICH RIVER EQUESTRIAN CLUB (VIC)	5
Scenic Rim Equestrian Club Inc (QLD)	5
Caboolture Equestrian Group (QLD)	4
Camden Equitation Inc. (NSW)	4
FRIENDS OF MELTON EQUESTRIAN PARK INC (VIC)	4
Gidgegannup Equestrian Association Inc (WA)	4
Naracoorte Horse Trials (SA)	4
Northern Victoria Showjumping Club (VIC)	4
Queensland Showjumping Club Inc (QLD)	4
Samford Equestrian Group Inc. (QLD)	4
Tamworth International Eventing Inc. (NSW)	4
Toowoomba Dressage Inc. (QLD)	4
Western Victorian Dressage Club (VIC)	4
Toowoomba Jump Club	4

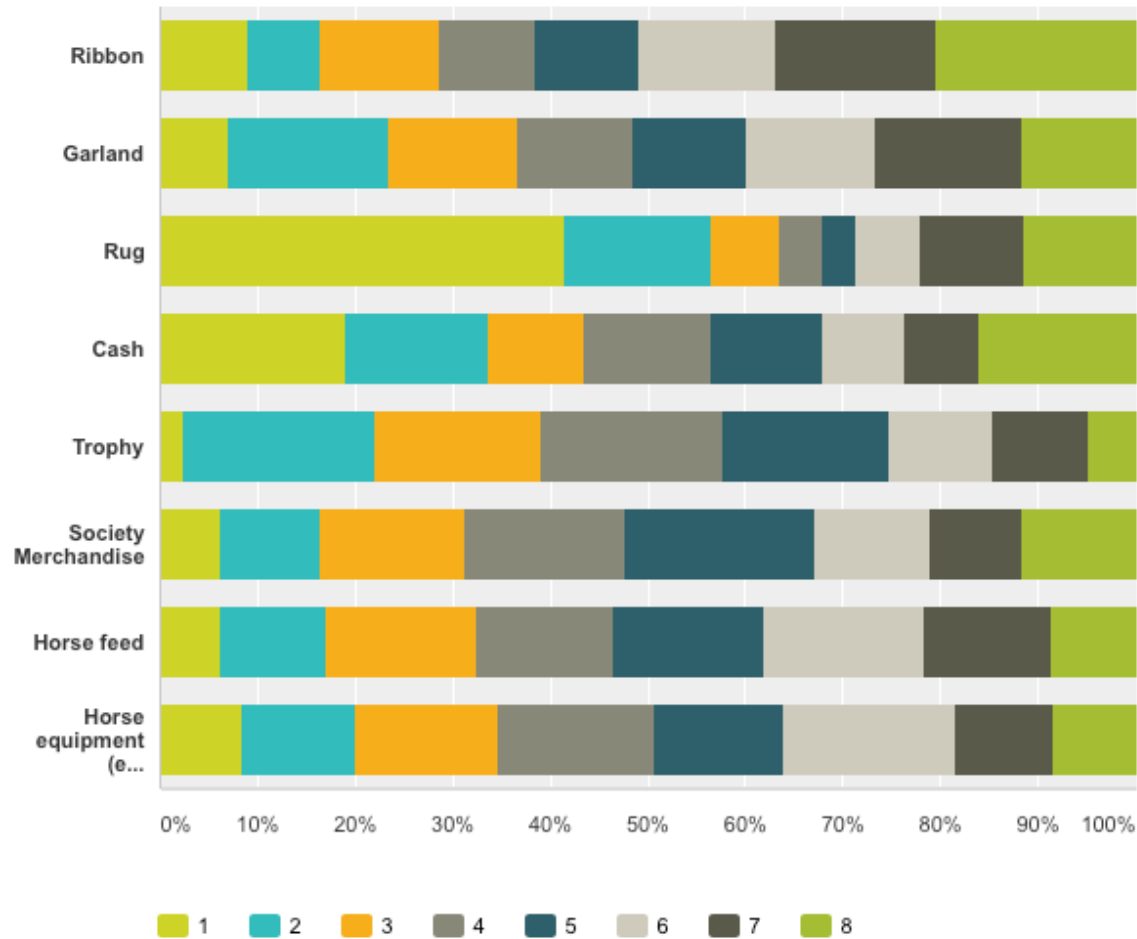
COMMENT: Clubs a spread well across States, events for sponsorship should be selected from those with a high level of participation.

**Q7. In your region and disciplines, what are the most important competitions of the year for you and your Irish Draught or Irish Sport Horse/s?**

VIC	NSW	QLD
Adelaide international Albury International Horse Trials Any Top Team Trophy events - HRCVA Australian SJ championships Ballarat international horse trials Candlebark horse trials Colac Horse Trials Friends of Woody Horse Trials Friends of Ballarat Eventing Association Horse Trials Golden Spurs Dressage Series Lakes and Craters International 3DE Melbourne International 3DE Wandin Horse Trials	Act Dressage Berrima Horse Trials Camden Equestriad Canberra Horse Trials Goulburn dressage Qurindi ODE Scone ODE SIEC/Sydney Horse Trials Sydney Showjumping Club Championships Tamworth ODE The Riders Series	April Gold Cup Aquis at Elysian Fields Australian Dressage Championships Brisbane CDI Dressage Fig tree pocket ODE Great South East Dressage Championships Interschool States PCAQ Championships Queensland Adult Amateur Owner Championships Qld State Dressage Champs Queensland Eventing Championships Tamborine Equestrian group CIC Toowoomba ODE Warwick ODE

COMMENT: Events for sponsorship should be selected from these if not already identified in Q6.

**Q8. What kind of prize do you most value**



COMMENT: A rug was the most popular prize with 41% of respondents, cash being the next most popular (19%).

A ribbon was the least preferred prize

Other suggestions:

- Vouchers
- Rosettes
- Subsidized membership/registration

**Q9. Do you have any other suggestions for the Committee on how best to promote the Irish Draught and Irish Sport Horse in Australia?**

**COMMENT**

63 responses were received and can be grouped into the following general categories:

1. Easier registration process
2. Sponsorship at more events
3. Breed classes at more events
4. Hi-point performance awards
5. Focus on more grass roots / "all rounder" disciplines such as working equitation or stockman's challenges to showcases adaptability and temperament.
6. Better marketing / social media presence
7. More interaction with spectators during classification days
8. More member value including merchandise with membership
9. Participate in breed stands at field days and Equitana

**Q10. Please provide your contact information if you would like to be contacted by the Society to discuss your response.**

COMMENT: 51% of respondents chose to provide contact details indicating a high level of desire to be involved in the activities of the Society.