

**MINUTES OF THE 39TH ANNUAL GENERAL MEETING OF
THE ARABIAN HORSE SOCIETY OF AUST LTD
HELD AT THE RICHMOND CLUB
FRANCIS STREET, RICHMOND 2753
ON
SUNDAY 29TH MARCH 2015**

PRESENT:-

O Wagstaff, N Dand, J Dand, G Smith, B O'Connor, P O'Connor, V Motbey, K Saggars, J Newton, G Martini, G Lilley, N Kinnear, P Pond, D Harvey, P McIntosh, M Saggars, K Fletcher-Grieve, S Huxtable, R Hewitt, C Huxtable, V Dodson, V Males, R Males, Y Downes, R Downes, M Stuart-Smith, S Ahel, K Smith, R Borysko, C Brown, D Dickson, R Smith, C Bilson, A Preston, S Smith, R Sharman, S Benjamin, C Padgen, L Williamson, T Muller, B Kingston, J Farrell, G Farrell, J Farrell, G Liddle, K Dertell, J Dertell, J Campbell, W Keller, J Newton, H Dohan, T Edwards

PROXIES:- As per list provided

At 1.20pm the Chairman, A Preston, announced that a quorum had been reached and the meeting was now open. The Chairman then welcomed all members present and especially those from Interstate and past Chairmen of the Society.

A Preston then advised the meeting that Izabella Pawelec-Zawadzka from Poland had passed away the previous evening. Izabella was on the Executive Committee of WAHO and many members had met her when she judged the Australian Arabian Championships a few years ago. Mr S Benjamin then spoke about Izabella mentioning how respected she was around the world for her integrity and knowledge. Izabella had been involved heavily with the Arabian horse since the 1960s, she was the Arabian Horse breeding specialist in Poland and had been on the WAHO & ECAHO committees. A one minute silence was then held in respect of Izabella.

The Chairman then called for apologies.

APOLOGIES:-

K Luckock, P Hall, S Meyers, T Hawley, S Jones, A Vickery, R Wagstaff, A Baczoca, T Males

Moved Ms K Fletcher-Grieve, seconded Mr J Newton "That the apologies as tendered be received and recorded." Carried

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

Moved Ms K Fletcher-Grieve, seconded Mr J Newton "That the Minutes of the 2014 AGM be taken as read." Carried

As there were no corrections to the minutes it was then

Moved Ms K Fletcher-Grieve, seconded Ms G Martini "That the Minutes of the 2014 AGM be accepted as a true record." Carried

The Chairman then introduced the Directors and the Secretary to the assembly.

MATTERS ARISING FROM THE MINUTES

Mr O Wagstaff queried the change to the Amateur rule, in particular the change of terminology to Non-pro. He stated that it had previously been stated that members would be advised and consulted about amendments and was concerned that the criteria had now been altered. Ms G Martini stated that she thought the information had been circulated and apologised if this had not occurred. Mrs N Kinnear explained that the changes made were as a result of suggestions at a previous AGM about three years ago and that it had been moved as a motion at that time. All the information is now available on the Society website and Facebook page.

Miss D Harvey requested that it be noted that she wished to be referred to as Miss in the minutes, not Ms as in previous minutes.

There being no further business arising from the Minutes the Chairperson advised that the Championships and WAHO awards would be presented. Presentation of the following awards were then made:

2014 Championships Awards

- Arabian Sire of the Year – Magnum Forty Four (Ambition Investments)
- Arabian Derivative Sire of the Year – Imperial Journal (Jill Gregson)
- Arabian Breeder of the Year – Mulawa Arabian Stud
- Arabian Derivative Breeder of the Year – Catherine Brown
- Arabian Saddle Horse of the Year – Makeher Jazz (Katie Smith)
- Arabian Derivative Saddle Horse of the Year – Palm Park Royal Acclaim (Cherie Mills)

2015 Championships Awards

- Arabian Sire of the Year – Magnum Forty Four (Ambition Investments)
- Arabian Derivative Sire of the Year – Aratahnes Excalibur (Peter & Belinda O'Connor)
- Arabian Breeder of the Year – Mulawa Arabian Stud
- Arabian Derivative Breeder of the Year – Nicole & Jack Gassner
- Arabian Saddle Horse of the Year – Viva Espana (Carol Huxtable)
- Arabian Derivative Saddle Horse of the Year – Niarla Excitation (leased by Carol Huxtable)

Mr P Pond, President of WAHO, then spoke about the history of WAHO and its importance to Arabian Societies throughout the world. There are over 70 registries that are members and approved member registries have the assurance that their studbook is accepted throughout the world. This is vital as it means that people can import and export without fear that their horse will be rejected by another Registry on the basis of pedigree. Conferences are held every two years, these are very important events as they allow social interaction between breeders of all countries as well as being the time that business vital to the organisation is conducted. A Registrars Meeting is held at these conferences and proposed changes to worldwide regulations are discussed there as well as any scientific advances and their implications to the registries. The next WAHO conference will be in Bahrain in February 2017. WAHO is a very stable organisation, there have only been two Presidents before Peter Pond. All approved Studbooks have been carefully investigated and no new studbooks are now allowed.

A WAHO award is presented annually for an Arabian horse who is considered to be an outstanding achiever. It need not be a show horse but can be a sire of note, a performance horse or a versatile representative recognised throughout the world. The recipient must have been bred in the country that is nominating it and must still be domiciled and alive there.

Mr P Pond then announced the winner of the 2015 Australian WAHO award as Klass owned by Mulawa Arabian Stud. This Purebred stallion has been an Australian Champion at halter, under saddle and in working Stockhorse classes as well as being the sire of progeny who are winning major awards both overseas and in Australia. The Chairman, A Preston, presented the WAHO award to Mr G Farrell while Mr S Benjamin read the following presentation:

The superlative example of the Australian-bred stallion excelling at a world-class level is KLASS, a nine year old grey sired by imported Brazilian National and subsequent Australian Champion Stallion TS AL MALIK, and out of Mulawa-foundation mare KARMAA, a daughter of World Champion KABORR and United States National Reserve Champion Mare AN MARIETA.

This all dramatically changed in January of 2003 when KARMAA delivered her final foal by TS AL MALIK: a perfectly designed, nobly dignified colt with an undeniable X-factor that Greg insisted be named KLASS. Like his eldest full sister before him, MAE MARIE, KLASS transformed into a strikingly snow-white specimen of perfect proportion prior to his first birthday, making him a surefire standout in the show ring. Rightfully so, he was awarded championship honours his first time out as East Coast Champion Yearling Colt. This win marked the beginning of a record-setting run for KLASS at this prestigious event, with KLASS becoming the first horse ever to win all four available halter titles in every age division. He also duplicated MAE MARIE's win at the celebrated Sydney Royal, taking home the Senior Stallion Championship as well as the Supreme Arabian Exhibit trophy. With his Junior Championship title at the National Stud Show, KLASS added further glory to his family's list of achievements at the event, as both his sire and dam, as well as his full sister, were all previous champions. His interstate wins were some of his most memorable, claiming the title of Queensland Challenge Champion Stallion in 2005, and in 2009 at the Werribee, KLASS claimed his first

Australian Championship as Senior National Champion Stallion. This important victory was the first senior title won by a son or daughter of KARMAA at the Aussie Champs, while at the same time launching yet another record-breaking sweep for KLASS in Australia. In successive years, KLASS followed up his Senior Stallion Championship with two impressive triumphs under saddle: first in 2010 as Australian National Champion Ridden Arabian Stallion; and in 2011 as Australian National Champion Working Stock Horse. This unprecedented trio of back-to-back wins at the Australian National Championships is the first in the breed for any horse, and a fitting achievement for the horse envisioned by the Farrells when selecting KARMAA, as well as TS AL MALIK, in decades prior in Scottsdale.

Despite his illustrious and record-setting show career, KLASS was always the reluctant show horse. Intelligently contemplative and assuredly confident, it was always as if KLASS never quite understood what the fuss was all about, much like the noblest desert-bred Arabian stallions of the past and present day. It was his superlative phenotype and natural athletic ability that pulled him through on every occasion, his undeniable aristocratic quality and classic Arabian type, his outstanding structure and perfectly balanced frame, his elegant upright carriage and that captivating look of eagles. What this classic Arabian ambassador was born to do was be a sire, to transmit his stellar attributes as well as the royal heritage of both his parents to the next generation. Given that chance in 2006, KLASS has since redefined the standard of excellence at Mulawa and is well on his way to ensuring the legacy of KARMAA becomes one of profound global significance.

Having covered only a select cross-section of the Mulawa broodmares, KLASS has proven an incredibly prepotent sire of world-class quality foals, stamping each and every one with his distinctive look. Every single one of his foals shown to date has earned championship honours in-hand and increasingly under saddle, most at Australia's premier competitions and, more recently, on four continents overseas. His daughters are especially exotically beautiful, with a captivating charm and alluring grace, undeniably feminine and harmoniously designed, all very much in the image of their cherished granddam KARMAA.

The collection of KLASS daughters bred at Mulawa must rightly be considered one of the best by any Arabian sire anywhere in the world. This bold statement was substantiated in March of 2014 when three of his most esteemed daughters captured all three of the Australian National Championships in the female division. This unprecedented clean sweep of the most important breeding division at the National Show elevated the status of KLASS to legendary proportions, now not only as a show horse, but as a sire of extraordinary merit. Two of those daughters, KLASSICAL PRESENCE & KLASSICAL DEVOTION, returned in 2015 to sweep the Junior Mare division at the Australian Championships, while KLASSICAL DREAM, campaigned on behalf of her new owner – Al Khalediah Stables of Saudi Arabia – has gone on to win championships on FIVE continents worldwide, most recently winning her class for Mares 4-6 Years of Age and capturing the Bronze Champion Senior Mare title in Dubai.

With each successive foal crop, KLASS continues to raise the bar of excellence, elevating the aspirations of the breeding program to spectacular new heights. Time has proven that Greg's confidence in KARMAA's final colt was well founded. KLASS remains the most beloved horse of Greg currently in residence, as well as a universal farm favorite.

The Chairman then announced that at times the Board of Directors award Distinguished Service Awards to members who have made major contributions to the Society. The Chairman then presented Distinguished Service Awards to Greg Farrell, Julie Farrell, Jane Farrell, Maya Jaehne, Kathy Sagers, Richard Sharman and Graham Smith.

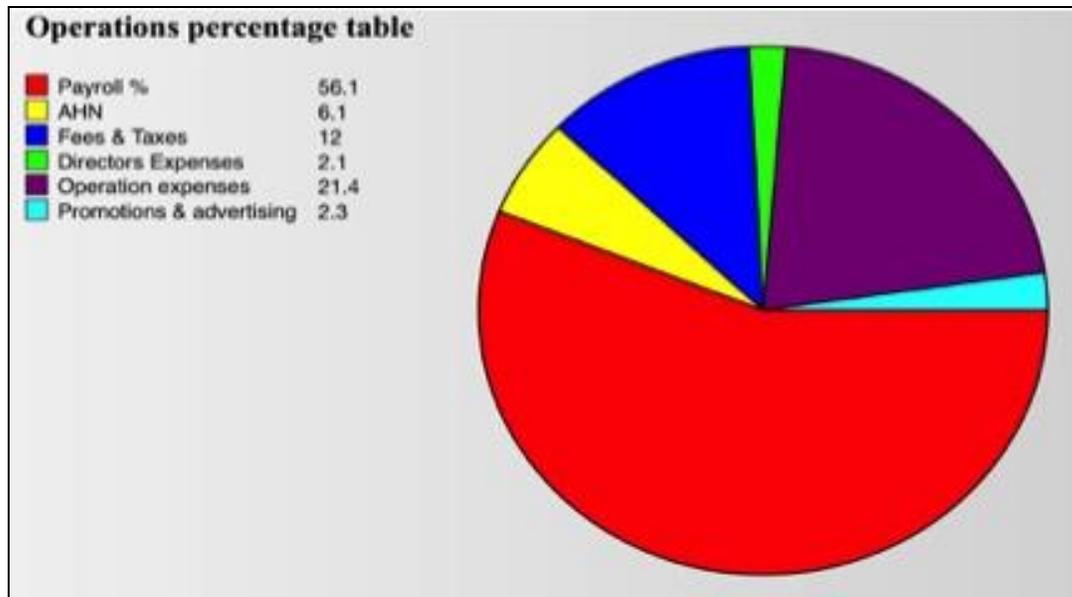
CHAIRMAN'S REPORT TO THE AGM 2015

In my AGM report last year, I expressed the identified need for the Society to evolve and progress with the times. I covered the recognised various social & economic demands placed on the business over the previous decade that had been stifling growth & corroding the very core of the business' equitable sustainability. The Board understood that many changes were not only needed; they were critically essential. Evolving was vital to the very liquidity and long-term stability of the AHSA.

FINANCIAL REORGANIZATION

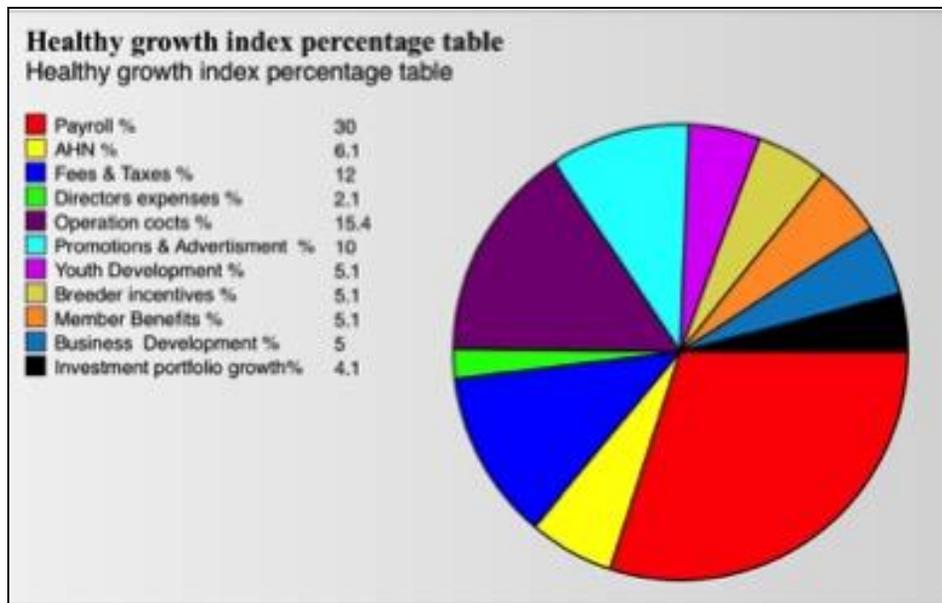
Over the course a few years, the Board has implemented several strategies to combat or at least slow the economic pressures that had compounded the effects of unsatisfactory deficits in both 2011 & 2012. These strategies proved successful in helping to reduce expenditure, create a positive cash flow, progressing the business in a forward motion & delivering a small profit for the 2013 trading year. The Board's long term

strategic objectives for creating a stable secure financial future for the Society meant that considerably more work was needed, an a concise business plan of action was being developed to build a sound framework for assuring company prosperity.



The Board evaluated incoming funds along with the outgoing funds, thoroughly assessing and analysing all sections of business operations, while identifying and isolating several areas of concern. Payroll was clearly illuminated as a large area of concern. The accepted standard in payroll expenditure for any business to be successfully profitable is capped at 30% of the total income. Beyond this, a business fails in its ability to sustain a reasonable promotional growth index, assure continual stability, and progress within a sustainable consistent financial index. The payroll for the AHSA was at a staggering 56.1% and rising. With operations, fees, taxes, director expenses and a publication in conglomeration eating away a further 41.5%, this left extremely little funds to maintain the business, let alone grow the company in a suitably progressive manner. This imbalance had developed over a period of some years derived through a steady increase in the inflation index, substantial raises in employee entitlements, increases in government taxes and many other fees (like bank fees), and overall higher running costs coupled with a steady decline in the popularity and affordability of equestrian base sports, all culminated in a decline in the Society's baseline and overall income.

Payroll needed addressing with reduction being the most productively stabilising answer. The Board had conducted a staff KPI the previous year to identify the tasks and jobs vital to business efficiency and company service. To reduce payroll, the Board first tried implementing reduced staff hours via a 9-day fortnight as well as insisting on a NO overtime policy. This initial strategy proved insufficient and ineffectual as the office manager did not comply fully with the Board's directive. The staff were all notified well ahead that a review and restructure of the Society's staffing requirements would take place, with the date set not long after. Although unforeseen circumstances arose at the time of implementation, it was agreed upon by all concerned, however, to continue with the review and restructure as scheduled. After in-depth review & careful consideration, the Board decided it was necessary to reduce the staff numbers by two persons. This was not the first time in the history of the Society that the Board has taken such measures to balance the payroll expenditure. The aim in reducing the staff by two was to bring the Society's payroll expenditure to around 30%, in alignment with the business standard formula for enabling company development and growth. This would deliver a more feasible and workable budget formula for positive business progression through available budgeting for those areas that had been exceedingly lacking in the necessary funds for growth and expansion.



SELLING THE WINDSOR PROPERTY

The next area of real concern to the Board was the decaying state of the company's primary asset, the property at George Street, Windsor, NSW. This large heritage building had received a sizeable injection of funds for restoration in the first decade of ownership. Over the last decade, however, there were insufficient excess funds left in reserve for adequate maintenance. During this same time frame, the building was becoming increasingly dilapidated and in serious need of a substantial amount of funds to combat age related decay and structural deterioration, as well as the legal mandate to bring the building in alignment with the new fire safety code as well as new OH&S requirements. The necessary funds for this restoration would have overextended the Society's financial capabilities. In spite of the deterioration of the building, the size and location of the property maintained a viable saleable equity. This equity, however, was on the verge of rapidly diminishing, as heritage buildings became less viable for investors over time as the building was in a constant state of decay. The decision to sell was made and an ambitious asking price above valuation was set. Surprisingly, after some months and after several lower sale price offers had been rejected by the Board, the asking price was met and the sale concluded. The process of emptying the building during the move served to reveal much more building decay than had been anticipated. Although the building passed the purchaser's initial inspection, we all held our collective breath that the final inspection would be approved and the sale proceed.

THE NEW HOME OF THE AHSA

After some months of searching, a new modern building was located, being well situated in nearby Richmond, and predominantly suiting most of the Society's needs. The purchase was secured and the massive relocation process undertaken. The new site required complete construction of the main office working areas into the floor plan, resulting in the staff working initially in a makeshift office in what would eventually become the Board Room. After some months, the office has now been completed and the building floor space has been tailored to the Society's operational needs. Outside of some minor dressing, reorganising and stock relocating, all is up & running smoothly. The office space has far greater room to work for the staff, with the workspace being much more organised in a sensible layout enabling for the efficient execution of the day-to-day procedures. The foyer area has a more professional, modern and inviting appearance. The signage on the building is yet to be erected. As this signage is such an important statement about who a business is and how that business is perceived in the community, careful consideration is being given to the design and colour scheme, with several art submissions already on the table. It was hoped to have this fresh new rebranding completed in time for the official opening, but considerations for selecting the right image outweighed the urgency of the opening event.

AHSA TEAM

All the staff at the Society are working extremely well with consistent efficiency. It is great to see them so enthusiastic and happy, working cohesively with the Board as a team. The Board has worked conscientiously to gain the trust of the staff. I have been very fortunate to have worked extremely closely with all of the staff members over the past five months, many times almost on a daily basis. They have all assisted tremendously in the relocation and setup of the new premises. Their input and suggestions have proven very valuable in fine tuning data-entry and information processing, as well as with the general

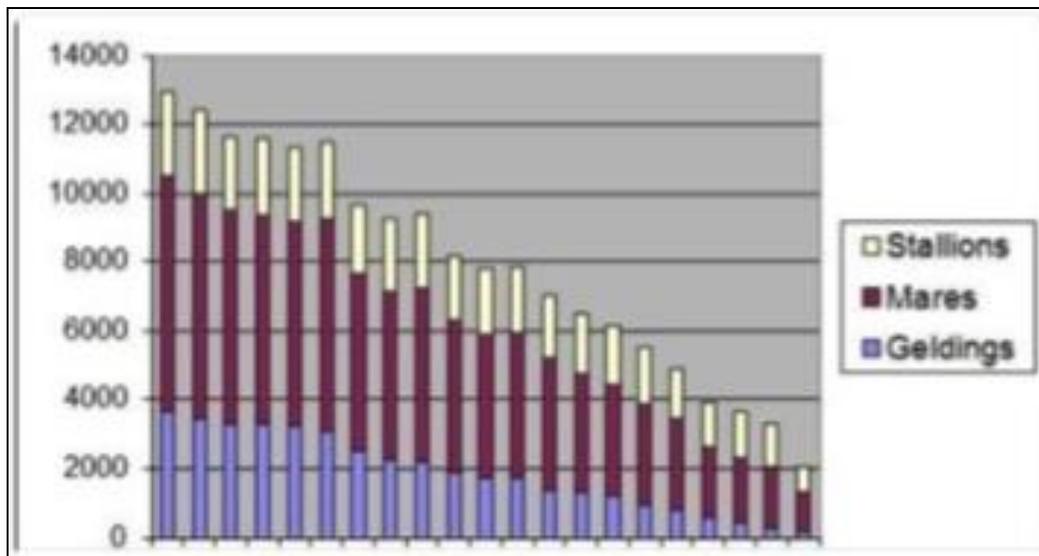
efficiency of office procedures. I am extremely pleased with the synergy within the Team that we now have at the AHSA.

ELECTRONIC MINUTES LEDGER

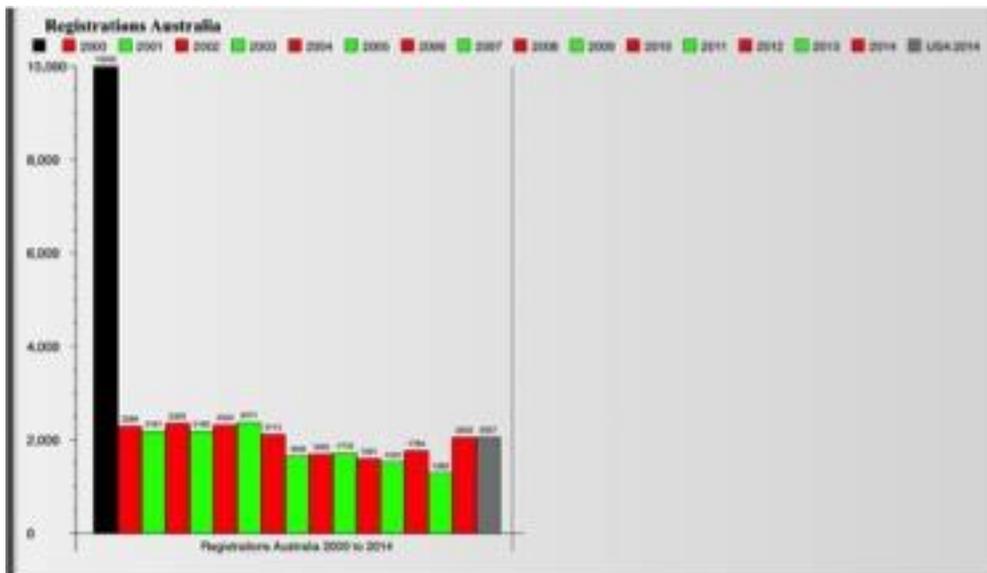
During the move, it was discovered that the Society's previous office manager had not kept the board meetings records and the associated minutes in satisfactory working order. With the assistance of Leonie Williamson, we have undertaken the mammoth task of creating an electronic minutes ledger of past Board meetings and AGMs. This process entails going back through the minutes of the past 30 years and electronically collating and documenting them. This will greatly assist future Boards during meetings when past motions need to be identified and/or relevant information understood regarding historical decisions that have been implemented, including the reasons why, the intended outcome, the intent of such decisions, etc. This electronic ledger will serve as an efficient secure means of accessing and preserving this vital information that often assists in readdressing what has worked well, and also what may need restructuring, so as to deliver a more productive outcome for the Society.

BREEDING PRODUCTION IN AUSTRALIA

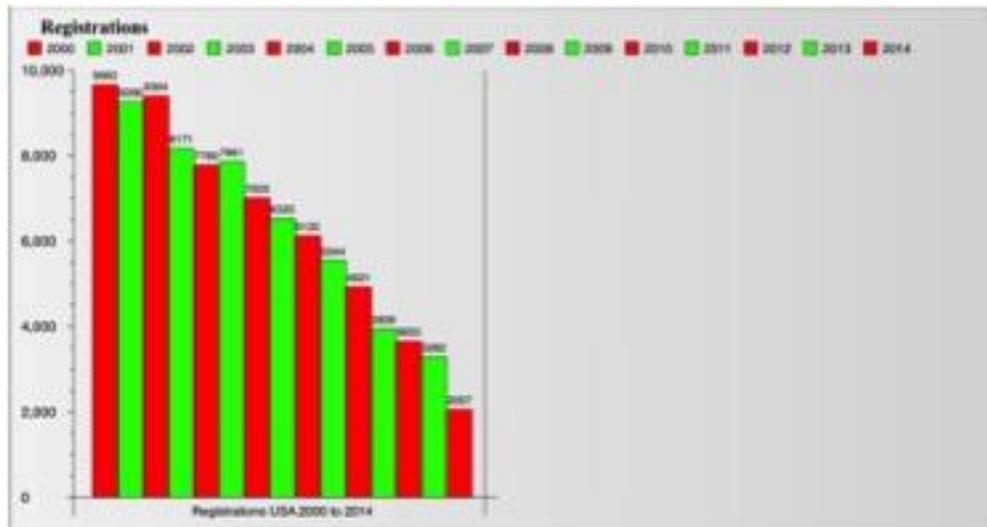
Pleasingly, the AHSA registration numbers reveal that production has increased in Australia, and exports are at a regularly high level. Domestically, there are still strategies to be developed to help increase market demand for the Arabian horse, as well as to stabilise sales figures from the readily apparent economic fluctuations. The new capabilities within AHSA budgeting approach afford the Society many possibilities to assist with strategizing, in an effort to help improve local demand for the Arabian breed. Having recently attended the WAHO Conference in Doha, Qatar, in November, I found the registry reports from the various Arabian registries around the world incredibly enlightening, although not entirely unexpected. Many registries report significant decline in registrations ranging from declines by 27% in some countries down to a 7% drop in others, with the average decrease being around 15%. In the global scheme of things, Australia is holding fairly strong compared to many countries, with a 10% decline in production over the past decade. The latest statistics from the US registry are very alarming, revealing a 79% decline in production and registrations over the past decade. The United States registered a total of 2057 Arabians in 2014, down from a high of just over 9500 registrations a decade ago.



When you compare Australia's Arabian registration numbers over the same time frame, our Society seems in a much healthier state.



The table above charts Australia registration numbers for the Arabian breed in the new millennium, while the chart below depicts breed registrations in U.S. since 2000.

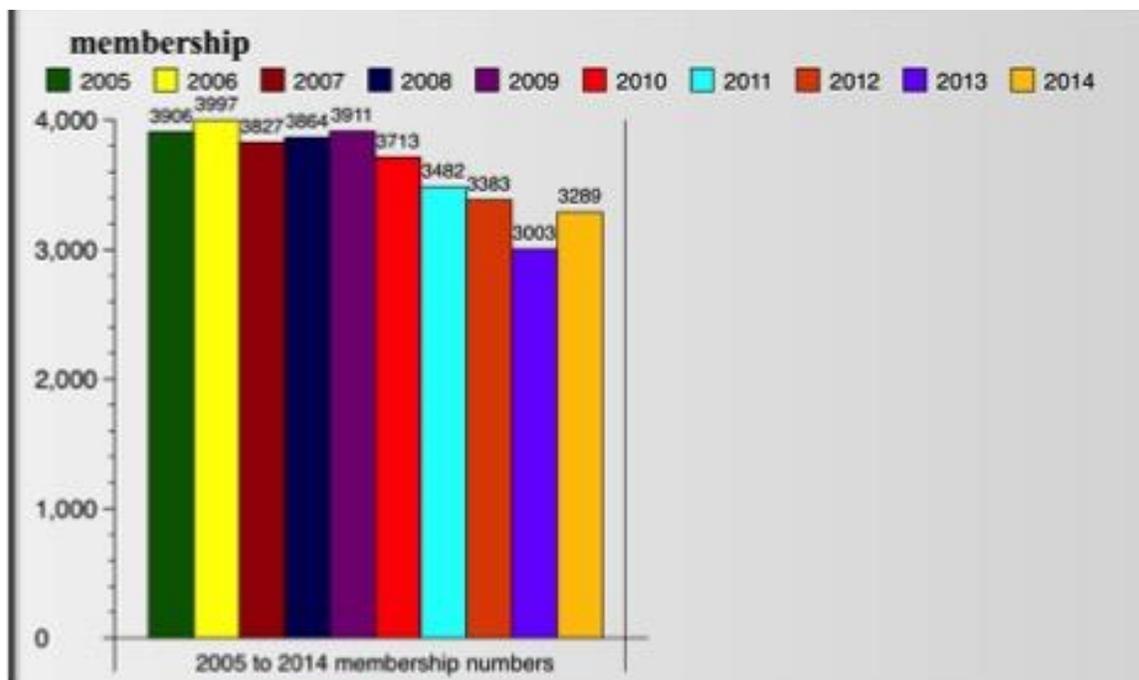


The total registered number of Arabian horses for 2014 in Australia is 2050; the United States registered just 7 horses more (2057) during this same calendar year.

AHSA MEMBERSHIP

Membership numbers in the AHSA have also increased over the last calendar year. When analysing performance over the last decade, membership numbers are still holding ground compared to many countries around the world. This robust stability is especially poignant, given the fact that Australia's population is far less than most of the countries around the world with significant Arabian horse populations, including the United States, most of the South American countries, and many countries in Europe. Several countries have reported around a 24% decline in membership. The membership table for Australia shows the Performance over the last decade of around a 16% decline, with the latest numbers reflecting as slight improvement.

The Board will continue to seek out ways of increasing the member base, with strategies being developed targeting new membership as well as long term member retention. The aim is to build interest and growth in our youth section by involvement with pony clubs and the inter-schools program, creating understanding and awareness of the suitability of the Arabian breed in these sectors, as well as developing an ongoing mutually beneficial relationship with these key youth movements. The Board will look at ways of involving and encumbering other breed registries to utilise our services, as well as involvement by other equestrian sports in which the Arabian horse competes.



ARABIAN RACING VS. ENDURANCE

Arabian racing is one such sport. Racing is gaining momentum within Australia with regular race meets on the calendar. Races are run on principal racetracks around the country, many boasting healthy winning purses. Fortunately, there has been considerable overseas funding given to NARA to assist with the growth of Arabian racing here in Australia. Outside of the obvious industry benefits, the direct financial benefit to the Society of growth within Arabian racing is that all horses involved in the sport MUST be registered with the Arabian Horse Society. This is unfortunately not the case with other sports, principally Endurance, an industry which boasts an extremely high percentage of purebred Arabian and Arabian Derivative horses in active competition. There is little incentive within the sport of Endurance to encourage registration with any Arabian horse society, thereby resulting in both the inability to financially quantify the impact Endurance has on the Society's annual income, as well as inaccurate accountability of return on investment dollars allocated towards Endurance by the Society. It remains an imperative challenge of this Board and the AHSA to find ways to work more closely together with the sport of Endurance in Australia, creating incentives for horses registered with the Society and increasing the profile of the Arabian horse, especially those bred in Australia, within international equestrian sport.

AUSTRALIAN EQUINE INDUSTRY STATISTICS

The Board follows closely the various Australian Government studies pertaining to the continental horse industry. These statistics assist greatly in our ability to target promotional funding, especially with the need to quantify the best return on investment. A summary of some of the latest interesting government statistics are listed below:

HORSE RIDING

This activity includes equestrian events, trail riding, and polocrosse. It excludes riding in rodeos.

PROFILE

There are just under 70,000 people participating in horse riding in Australia, a participation rate of 0.5%.

On average, horse riding participants:

- Are female aged between 18-24 years
- Are married
- Will reside in a non-capital city region of New South Wales or Queensland
- Are Australian born
- Will be employed as managers or administrators or intermediate clerical, sales and service workers.

Most people who participate in horse riding only participate in this sport. Of those who do participate in other sports, the most popular activities are aerobics and fitness, ice and snow sports, swimming and martial arts.

AGE AND GENDER

Unlike the majority of organised sports, more females participate in horse riding than males. Of the 69,100 adult participants, 68.9% (47,000) of them are female and 31.1% (21,600) are male. Overall, about five in every one thousand Australian adults participate in horse riding. This is a participation rate of 0.5%.

There is a higher proportion of women horse riders in the younger age groups than the number of males in these age groups. Just over 60% of women who participate in this activity are under 35 years of age, while for men, only 29.3% of participants are of this age. Very few women aged 45 years or over take part in horse riding. Only 8.2% of female participants are aged over 45 years, while for males the proportion of participants aged over 45 years is 36.1%.

RESIDENCE

The highest participation rate is observed in Queensland (0.8%), with Tasmania (0.7%), Western Australia and the Australian Capital Territory (both with rates of 0.6%) being the other areas where participation is high. South Australia has the lowest participation rate of 0.3%.

For all organised sport and physical activities, people living in non-capital city regions have a higher participation rate than those people living in capital-cities – 31% compared to 26.2%. This difference is also evident in horse riding, with non-capital city regions having a participation rate of 0.8% compared to 0.4% for capital-city residents.

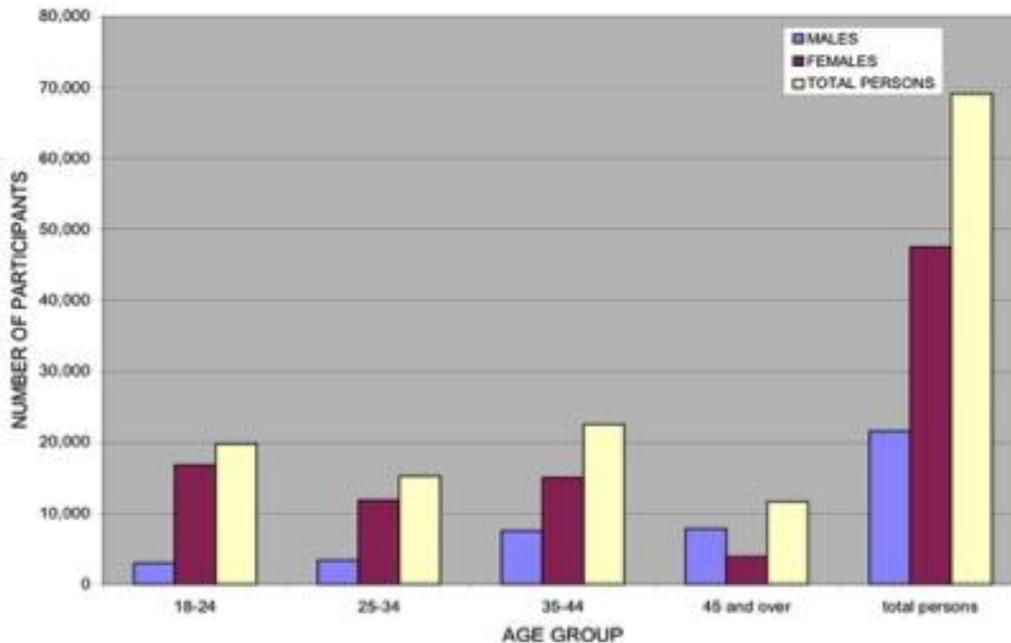
This in-depth, targeted information assists the Board in predicting market growth and demand, as well as assisting in tailoring our strategic plan in the most proficient direction. These studies also deliver the most accurate epidemiological profile of Australians, which allows the Board to more proactively target advertising to attract new interest in the Arabian horse, and concurrently, in the AHSA.

OTHER ORGANISED SPORTS AND PHYSICAL ACTIVITIES UNDERTAKEN

Horse riding is the only organised sport and physical activity undertaken by almost two-thirds of all participants in this sport (44,600 people). A further 20.6% of participants are involved in one additional sport or physical activity, with 9.9% of horse riders (6,800 people) taking part in two other sports and 4.8% (3,300) playing three or more other sports or physical activities.

The other organised sports or physical activities in which horse riders participate in, include aerobics and fitness (6,700 participants), ice and snow sports (4,500), and swimming (3,300 participants).

NUMBER OF PARTICIPANTS BY AGE AND GENDER



CHALLENGES AHEAD

The Board faces a new and constantly evolving challenge that has exploded throughout the world's population over the last few years: Social Media. This communication platform is creating a plethora of unrealistic demands on many businesses as more people expect instant information and instant communication, resulting in the need for instant gratification and immediate validation. This method of communicating is changing the way society relates, reacts and interacts. It is undoubtedly changing the way people seek information. Many controversial topics are posted and debated at will using social media, often initiated through hearsay. In response, active chatters, most oftentimes not taking the time to first verify the facts before posting information and comments, post incorrect and misleading information. This chain reaction of misinformation and response creates a variable frenzy of reactions inciting unrest, stress & dissatisfaction as others take as gospel truth posted information they believe is correct or factual.

Please remember that on many occasions the Board is bound by responsibility, and must legally adhere to business protocols before releasing official statements, including responses to conversations posted on social media. All companies, even not-for-profit companies, are bound by the governmental Business Act. Amongst a myriad of responsibilities, a business is required to supply its members with a quarterly newsletter, informing the members of Board decisions made and actions taken, business activities, etc. This newsletter is produced as the "Members Bulletin" for the AHSA. The Board of Directors for the AHSA are Company Directors elected to run the company (the Society), and are bound by the governmental laws for business operation. The guidelines and tools available to successfully execute the job of company management are outlined in the company's constitution. This gives the Board the powers, ability and means to act in the best interest of the company to sustain solvency. Many companies are under siege as technology is moving at a faster progression than information is required to be, or can be, relayed to its constituents, members or customers, with consumer expectation becoming increasingly time demanding for instantaneous availability of information.

The Board is closely monitoring the various forms of social media. Concerns are high as to incorrect information being circulated with often unproductive and inappropriate opinions discrediting the Society. This potentially tears down the foundations of our entire industry and affects each and every person who has an invested involvement in our Society. Each of us has a right to an opinion, however, we all share the responsibility to our entire industry to express that opinion in a productive and beneficial manner.

It has been an extremely productive year for the Society with positive growth on all fronts. Successful budgeting & strategic planning have delivered greatly improved figures. The Treasurer will give a more detailed report, but I am pleased to reveal that the Board has delivered a healthy profit at the conclusion of 2014. There has been a great amount of work that has been dedicated in producing a most productive strategic plan and schematic implementation to deliver a sustainable growth index, with the aim of delivering security and longevity for this Society.

Over the last year the Board has managed to:

- Increase Membership
- Increase Registrations
- Secure new affiliates
- Deliver a healthy profit
- Deliver regular & informative reports
- Sustain a positive cash flow
- Reduce expenditure
- Increase the asset base
- Improve staff efficiency & morale
- Improve office efficacy & amenities
- Deliver a sounder investment portfolio
- Create the ability for additional income
- Creatively maintain promotions
- Renew computer hardware
- Update Program software
- Conduct sub-committees improvements
- Review & update the Rule Book
- Develop a progressive model for the Championships
- Develop a more productive module for JEC
- Develop improved means of budget setting
- Improve the means of record storage
- Update the accounting program
- Deliver a quarterly magazine
- Improve & expand member insurance cover
- Conduct youth incentives

Work in progress

- Commenced rebranding
- Commenced database upgrade
- Commenced website rebuild
- Commenced investment acquisition
- Commenced ledger development
- Commenced improving office procedures
- Commenced staff training
- Development of a equine library

SUMMARY

At the conclusion of 2014, the Arabian Horse Society of Australia is in a much healthier state than in previous years. The Board continues in efforts to rebuild a united community spirit amongst its membership, and to the expand awareness within the broader horse fraternity. We look to new creative and innovate ways to grow new interest in our breed and in our Society. Each and every member can be involved in the positive expansion and evolution for this Society. Together, the possibilities are infinite: in preserving what we have, building what we can attain, and gaining the satisfaction in knowing that you have been a positive influence in developing a strong united Society for the Arabian horse in Australia.

Moved Ms K Fletcher-Grieve, seconded Mr J Newton "That the Chairman's Report be accepted." Carried

SECRETARY'S REPORT AGM 2015

The last 8 months have seen a lot of change for the Society. The premises in George St, Windsor have been sold and the office relocated to Bowman St, Richmond and office staff have been reduced to 3 full time and two part time. This has resulted in a lot of restructuring and the staff and I wish to thank the members and Board for their patience while we get organised.

The Board and staff are enjoying an excellent working relationship and I wish to thank the Board members for their commitment and enthusiasm. Board member skills have been expanded with Allan Preston proving that he is a talented handyman spending weeks helping to fit out the new premises. The staff and I would especially like to thank Leonie Williamson who put her life on hold through July and August spending weeks in Sydney while the office restructure occurred. Board members have taken on extra work as a result of the staff restructure and I wish to thank them for their assistance.

Teresa Edwards, the Assistant Registrar who has effectively taken on the role of Assistant Secretary as well, Lindy Stewart, Juliet Burnett and Jenny Nixon have been amazingly supportive in adapting to the changes and I would particularly like to thank them for their commitment and assistance throughout the last year.

The statistics for 2014 are attached for your information.

Helen Dohan, Secretary

Membership Data

As at 31/12/2014

Membership	2010	2011	2012	2013	2014
Total	3713	3482	3383	3003 (3360)	3289
Life				27	30
Full	3489	3266	3175	2806 (3155)	3071
-Ordinary					2737
- Company					26
-Overseas					24
-Associate					208
-Pension					76
Junior	224	216	208	170 (205)	175
Panel Judge					11
Friends Of					2

Registry Data

As at 31/12/2014

	2010	2011	2012	2013	2014	
	Processed				Total registrations	
Purebred						
Mares	458	440	369	397	374	32316
Stallions/Geldings (includes colt to adult)	192	180	157	177	375	27202
Foal Record					158	8383
Partbred						
Mares	194	175	160	183	193	29956
Stallions/Geldings (includes colt to adult)	99	94	112	99	166	24972
Foal Record					123	2079
Anglo						
Mares	61	45	60	58	49	4285
Stallions/Geldings (includes colt to adult)	41	30	36	27	49	3739
Foal Record					12	927
Arabian Pony						
Mares	112	131	250	76	85	4135
Stallions/Geldings (includes colt to adult)	61	62	101	25	82	3089
Foal Record					40	1144
Arabian Riding Pony						
Mares	158	143	228	70	82	2300
Stallions/Geldings (includes colt to adult)	94	121	132	46	76	2012
Foal Record					34	821
Warmblood						
Mares	45	66	79	68	32	1026
Stallions/Geldings (includes colt to adult)	35	43	44	34	45	837
Foal Record					14	397
Quarab						
Mares	10	12	6	7	12	178
Stallions/Geldings (includes colt to adult)	1	4	9	1	12	115
Foal Record					5	67
Stockhorse						
Mares	17	10	14	7	12	235
Stallions/Geldings (includes colt to adult)	13	7	9	7	9	161
Foal Record					11	77
Total					2050	
Horses DNA typed	1109	1096	932	895	788	
Horses Buffy Coat Conversion	61	54	41	29	20	
Hair Storage	163	137	104	82	78	
Transfers	2287	2142	2084	1934	2230	
Leases					267	
Exports processed					67	
Imports					35	
Stud Prefixes					40	

Moved Ms G Martini, seconded Ms K Fletcher-Grieve "That the Secretary's Report be accepted." Carried

TREASURERS REPORT AGM 2015

2014 was certainly a challenging year for the Board and in particular the Management Committee. However the changes that have been implemented have now placed the Society in a far more sustainable position.

The introduction of mandatory membership for all registered stock that are shown has had a positive effect. We have received little resistance and therefore have seen a pleasing increase in membership. Due to registration amnesties there was a decrease in registry income although there has been an increase to the registration numbers. The Board will continue to investigate ways & incentives for increasing our registry & membership base.

Due to the fund injection which would have been required in order to restore the Society's old heritage building at Windsor the targeted sale price obtained was a real relief. This became even more evident during the relocation when furniture and equipment was moved and we were able to see more of the degenerating condition of the building especially the state of some walls, the rising damp & the hard-wiring. Finding a new building within our budget & meeting all of our business needs was difficult due to the limitations in the geographical radius that was needed as well as Council restrictions and corporate property demand. The building that we eventually acquired did need a further fit-out to make it specific for our needs however it did initially tick many of the targeted boxes that the board had set, it's modern easily maintained design will serve the Society well into the future. Due to many suppliers closures over the Christmas/New year period the new office has taken some time to complete and thanks must go to the society staff for continuing to provide a high level of service under somewhat compromised working conditions. Also the huge effort they gave to assist with the pack and move with minimal interruptions to service need mentioning as this assisted in maintaining the business cash flow. The move certainly was a mammoth task & mention must be made to the huge amount of work that our Board Chairman, Allan Preston put into the new building this was amazing and saved the Society many thousands of dollars.

We are yet to find a suitable investment property so the money has been invested in short term deposit until that property has been found. Once this property is acquired it will give us a secondary income stream enhancing overall revenue & developing a healthier investment portfolio.

The increased expenses over the year were due to a number of contributing factors; the payout of two long term employees and the legal costs associated with this, the long overdue computer upgrades and the costs connected with relocation of the society office. The legal costs incurred were unavoidable as speculative as any claim made against the company may be it is within the Society's best interest to engage professional services to handle such matters.

We are presently undergoing an upgrade of the Database. This will give us the ability to value add for our members as well as allow for opportunities for additional services that will derive additional income streams for the society. The new database will also allow for growth in reaching outside of the current framework of boundaries in our service by enabling the AHSA to manage other registries. The vulnerability and unsupported nature of the old data base did not allow for this and also left us exposed to a potentially damaging technical situation. Before taking on any such further work streamlining of our existing procedures and services will need to be achieved.

The audit this year was very arduous with many records for the first part of the year being in an unsatisfactory state, ineffectual data entry & poor record keeping procedures coupled with an outdated accounting program delivering many of the challenges. Working closely with the auditors we installed a MYOB accounting program and are in the process of setting procedures in place to ensure a much more fluent report that will aid in assuring accuracy for future reports. Much of the stock on hand has been written off as it became evident that the stock value and quantities were incorrect. Merchandise was not moving and some stock was damaged or the wrapping was in poor condition. The Board gave several groups promotional material / merchandise as give away items at their events. Merchandise will not be continued and any promotional material purchased will be aligned within the Promotional budget. Although we knew this would affect our bottom line with a large Impairment loss it was felt that we must get an accurate account of value.

All bank accounts held were fine tuned to minimise or in some cases extinguish the bank fees and increase interest gained. Accounts were established for several subcommittees like promotion & youth development

to better budget these subcommittees ongoing endeavours. A new phone provider was employed and many unnecessary accounts were terminated resulting in a reduction in monthly operating costs of almost \$2000.00.

All in all the Society is in a much healthier financial position to progress forward. The figures delivered a profit again this year however require continual careful management to monitor income and expenditure. The strategies implemented by the Board over the last few years have been yielding their targeted projection for financial improvement. The next phase in these strategies should help to secure stability for many years to come.

Leonie Williamson -Treasurer 2014

Mr O Wagstaff then asked about the budget to refurbish the new office. The Treasurer replied by stating that the budget was not totally fixed as it was more important to ensure that things were done correctly in order to avoid repairs in future. Some additional expense was incurred when it was decided to add the mezzanine level but this will prevent even more expense in future and the addition space for storage was essential. All building work is now finished and no more major outlay is expected.

Moved Mrs L Williamson, seconded Ms K Fletcher-Grieve That the Treasurer's Report be accepted."
Carried

The Annual Accounts were then presented

Mr G Smith asked if the Board had made provision for ongoing maintenance. The Treasurer explained that body corporate would be responsible for much of this and that a budget had been established for the rest. Every February any maintenance requirements and upgrades to computer systems will be investigated. Strata fees are now paid quarterly which cover all external maintenance. Mr O Wagstaff asked how money was being put aside to ensure there was enough for maintenance. The Treasurer explained that maintenance had been budgeted for and a maintenance schedule established but there appeared to be no need for a separate maintenance bank account at this stage.

Moved Mrs L Williamson seconded Ms K Fletcher-Grieve "That the annual accounts as presented be adopted." Carried

Moved Mrs L Williamson seconded Ms K Fletcher-Grieve "To confirm the appointment of William Buck, chartered accountants as auditor of The Arabian Horse Society of Australia Limited. Michele Nevill has advised that the current audit firm of Priestley & Morris has merged with William Buck. On 30th October 2014, subject to the approval of ASIC, the Directors appointed the merged entity as the Club's auditor with Michele Nevill remaining as the signing partner". Carried

Mr O Wagstaff then congratulated the Board of Directors, stating that they had done a great job managing the assets of the Society and selling the George Street premises. He stated that he was looking forward to the Board looking after the Society assets into the future.

RETURNING OFFICERS REPORT BOARD ELECTIONS 2015/2016

Mrs L Williamson then read the report of the Returning Officer and welcomed Ms G Martini back on the Board.

Mr A Preston thanked Ms S Ahel for all her work over the years and welcomed Mrs Y Downes to the Board and asked her to take her place at the table.

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 2015/2016

Arrangements were made for me to conduct the contested elections for one Board Member from each of Victoria and Tasmania. Voting papers were posted out to eligible members who were able to vote online or alternatively by post. The period for voting closed on 30 January by which time 121 members had submitted an online vote and a further 223 members had returned their papers through the post.

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 and then tallied with the online votes.

The result of the voting is shown below.

State	Victoria				Tasmania		
Candidates	Nicola KELLY	Gudrun MARTINI	TOTAL VOTES		Selina AHEL	Yvonne DOWNES	TOTAL VOTES
Online Votes	70	49	119		78	38	116
Postal Votes	88	118	206		70	133	203
Total Votes	158	167	325		148	171	319

Gudrun MARTINI and Yvonne DOWNES will be declared elected as Board Members.



Phil Lewis
Returning Officer
Elections Australia Pty Ltd
31 January 2015

Moved Ms M Stuart-Smith, seconded Ms K Fletcher-Grieve "That the Returning Officers Report be accepted." Carried

SUB-COMMITTEE REPORTS.

2015 AGM – JUDGES EXECUTIVE REPORT

The Judges Executive Committee is comprised of National Panel Judges who are sitting Board members, plus the Chief Examiner. The JEC oversees The Judges' Panel, Judge Upgrades, the Rule Book, shows and show gradings.

The 2014 JEC sub-committee consisted of Ms Karen Fletcher-Grieve (JEC Chair), Mr Allan Preston (AHSA Chair), Mrs Narelle Kinnear, (Chief Examiner), Mrs Leonie Williamson, Mrs Gudrun Martini, Mrs Selina Ahel, Mr Clint Bilson.

The last twelve months have seen the Judges Executive Committee undertake extensive revision and analysis of the systems and processes that have been in place for many years. This included taking a long hard look at the way we train and support Judges, the relevance of the Show Grading system, as well the actual make-up of the JEC itself.

1. The Revised Judges System.

Whilst we have maintained high standards for the training and support of our candidates and Panel Judges, it has become evident that our Panel has suffered a reduction in numbers of Judges that needs to be remedied. The basic statistics are that, as some of the more senior Judges retire, we are not renewing their numbers at the introductory level.

Of course, we have been aware of this for some years. Designing a remedy that would be fair to existing Judges, whilst engaging more Candidates in at base level has taken much deliberation, several drafts, as well as input from Judges and members around the Country. We have now released the Revised Judges System 2015. The implementation will be closely scrutinised to ensure it is equitable for all. Introductory Assessments can now be done in each State by designated Assessors, for however many candidates that believe they are ready to judge, saving time and money involved in flying Examiners from interstate, something that has only been feasible in the past when there are a sufficient number of candidates to justify it. We already have new Judges we have accepted into Probationary Level One status and more Assessments are planned throughout the year. Judges have been given until the end of March to submit their annual returns and then the Judges' Lists can be updated on the website.

2. Show Gradings.

As we are all aware, the trend over recent years has been a significant drop in entry numbers at shows all over the Country. The reasons as to why are a different discussion, but nevertheless a review of the current grading system has become necessary. The programme requirements and minimum numbers that had served us well in the past now make it difficult for show organisers and competitors alike. During the year, we replaced the old Amateur Owner with Non-Pro. This allows for people who may not yet own an Arabian horse to gain experience showing them, once again working towards building entry numbers at shows. We have now set out new Show Grading guidelines, allowing more shows to attain the Gradings they desire, allowing more horses to qualify for the Australian Championships, plus broadening the pool of shows our Judges coming up through the grades are eligible to Judge. The Revised Show Grading system will be available on the website within the next week or so.

3. The JEC.

Traditionally, the Judges' Executive Committee has been comprised of current Board Members who are National Panel Judges, the Chief Examiner, and at times other invited Examiners. We have generally been fortunate enough to have had enough Board Members who are also National Panel Judges to sustain this. However, as Boards change, we may not always have the luxury of having enough sitting Board members who meet the criteria to also sit on the JEC. In addition to this, we want to ensure that each State is represented on the JEC and that Judges from each State are involved.

We have therefore elected to invite a non-Board, National Panel Judge from each State to sit on the JEC. This is in line with the JEC template that was passed in 2013, allowing for each State to handle its own general matters and queries. Anything of a sensitive nature and information that is to be disseminated must still come before the full JEC for ratification, with major rulings being handled by the JEC Management, comprising of the AHSA Chairperson, Chair of the JEC and the Chief Examiner. We believe that this will streamline the vast amount of information and queries that is processed by the JEC each year. Once the invited State JEC Representatives selected at the February Board meeting have accepted their roles, their names and contact details will be made available to all.

Mr P O'Connor stated that he and Belinda are erecting a full size Olympic arena on their premises and that it is available for no charge if the board wishes to borrow it for events.

*Moved Ms K Fletcher-Grieve, seconded Ms G Martini "That the JEC Subcommittee Report be accepted."
Carried*

AUSTRALIAN CHAMPIONSHIP REPORT 2015

This year a small group of Victorians, Katherine McMahon, Kay Edward, Olivia Cleary and I undertook to conduct the 2015 Australian National Arabian Championship assisted by the Board members on the Championships Sub-Committee. These were Mr Allan Preston, Ms Karen Fletcher-Grieve, Ms Tracey Keller, Mrs Leonie Williamson, Ms Selina Ahel, Ms Gudrun Martini & Ms Marjory Stuart-Smith. It was a huge task and without the help of so many other people. I dare not try to name you all, if I missed someone I would be extremely sorry. A heartfelt thanks must go to all the stewards, marshalls, announcers, Board members, catering people, fundraisers and the people in charge of cataloguing; without their help it would have been near impossible to give you the show it was.

I think it is fair to say that on the whole we were able to deliver a fantastic well run show. There were a couple of little hiccups but that's often the case at an event of this size. Through a great deal of fundraising, hard work and negotiating I am pleased to say that the show was able to cover all its expenses and give the AHSA a five thousand dollar kick start for the show next year.

I am happy to note that all swabs taken at the show have returned clear. Also, on an official level there were a number of horses reported to the Committee that at some stage had been involved in some sort of accident. Reports like these are taken very seriously and all cases that were reported the Committee were found not to be the result of any mistreatment.

During the course of the show we were able to make a couple of awards, the first being at the opening of the show. This award was made to one of our judges, who was also a Board member for a very long time, namely Coralie Gordon. Coralie was awarded a Lifetime Achievement Award for all the work that she has put in over the years with AHSA. The next awards were given to two people from Victoria, Terry Casey & Veronica McKewan. These two hard working people have given many many years of service to the Victorian Arabian Horse Association and it seemed fitting to be able to award these two Life Memberships of VAHA at the Championships. The 2014 WAHO award for outstanding Arabians was also awarded at this show. This year it was awarded to a horse very dear to my heart, Kathmar Park Maverick. It was amazing to see him back in the ring one more time. We were also able to award out Youth of the Year again to Adele Mahoney from Victoria.

Once again a very heartfelt thank you to all involved with the running of this years show. For now I am off to practice my barrel racing for next years show, wherever that may be.

Cheers
Clint Bilson

Ms R Borysko asked if the \$5000 given to AHSA went into a dedicated Australian Championships account. The Chairman confirmed that would happen. The Chairman stated that the new structure of the Championships which is no longer conducted by the Board had proven successful.

*Moved Mr C Bilson, seconded Mr J Newton "That the Championships Sub-Committee Report be accepted."
Carried*

YOUTH SUB COMMITTEE REPORT 2015

The Junior Development sub-committee consists of Tracey Keller, Allan Preston, Karen Fletcher-Grieve, Virginia Dodson and John Newton. This year we have continued to progress, formalizing our objectives and putting new programs in place. As with last year, the sub-committee identified strong support for youth in the Arabian show ring but not a lot of support in other realms. To that end, we have implemented our junior development grant and give thanks to both Graham Smith and Jason Hodgins for making the fund a reality. We have also begun to communicate with Equestrian Australia, Pony Club Australia and the Australian Endurance Riders Association in order to better support juniors competing in these spheres.

Progress for 2014 includes:

- Sponsorship of the AERA junior distance award
- Sponsorship of the South Australian, Queensland and Western Australian EA interschool competitions
- Formalised the junior development sub-committee objectives
- Development of the junior development grant
- Continued support for youth classes at the Australian Championships
- Continued online sub-committee meetings for more timely discussion
- Ongoing promotion of 'Youth & The Arabian Horse' on the AHSA Facebook page and AHN

Goals for 2015-2016

Boost junior membership

Ideally we would like to see an ongoing increase in numbers for our junior memberships. To show that we value our younger members we are introducing a special membership certificate and including a small promotional item with every new membership. We will begin to implement strategies to identify where new junior members have heard about the society in order to help quantify which approaches are most successful.

Improve support of juniors in open competition

To better promote the breed to young riders competing in open competitions, the society is in the process of contacting EA, PCA and AERA to express our interest in supporting our youth competing and to foster a culture of membership and registration of Arabian and Arabian derivative horses. Sponsorship of EA Interschool competitions was very well received and we hope to build on this positive response across as many fields as possible.

Ongoing support of Junior Development Grants

We intend for the junior development grants to be self-sustaining through careful financial management and contributions from sponsors. It is hoped that the grants will be well supported and that we will be able to increase the amount of money on offer in the future.

T Muller

Chairman

Ms T Muller advised that the Society was contacting EA and the Pony Club Association about the Grants.

Moved Mrs T Muller, seconded Mr J Newton "That the Youth Sub-committee report be accepted." Carried

Mr C Bilson then presented the Victorian Youth of the Year winner Adelle Mahoney with her sash.

MEMBERSHIP & GOVERNANCE REPORT TO AGM 2015

The aim of the Membership and Governance Committee is to manage membership, uphold statutory requirements and the constitution of the Arabian Horse Society of Australia.

The committee consists of Chairman Leonie Williamson, Mr Allan Preston, Ms Marjorie Stuart-Smith, Ms Tracey Keller & Mr John Newton.

This year our objective was to implement the requirement for Derivative owners to be members to show or transfer horses, to investigate and implement a more appropriate method of charging our affiliates and to ensure all our statutory requirements were being met.

The requirement for Derivative owner membership was implemented in July 2014. Overall the response to this has been good with minimal resistance.

Following a lot of work with Teresa from the office and Gow Gates a new system was introduced with the 2015 Affiliation agreements. This is a much fairer system that is reflective of the type of events, frequency and number of members and participants.

We were also able to negotiate with Gow Gates cover for our Professional members at affiliate events. This has relieved a lot of pressure from our Show committees.

The Board was aware that Staff had not been receiving pay slips which is a statutory requirement. Unfortunately, even after many requests by the Board, this process had not been implemented by the Office manager at the time. We are happy to report that staff are now receiving payslips which is one of our obligations to our employees.

It was also discovered that some of our records with ASIC had not been updated for 4 years. This is now up to date. Initially a fine was imposed by ASIC however we were able to negotiate to have this waived under the circumstances. Another alarming discovery was that many of our debtors were not being paid in a timely manner resulting in many overdue notices, substantial late fees and also some account stoppages. This is now been rectified and all accounts are paid prior to their due date.

Leonie Williamson Chairman

Moved Mrs L Williamson, seconded Mr J Newton "That the report of the Membership and Governance Sub-Committee be accepted." Carried

Ms R Borysko asked if the payslips were distributed electronically. Mrs L Williamson replied that they were.

MARKETING AND PROMOTIONS SUB COMMITTEE REPORT 2015

Mission Statement: To promote the Arabian Horse Society of Australia, The Purebred Arabian and its derivatives

AHSA Marketing and Promotions Subcommittee members: Marjory M Stuart-Smith (Chairman), Virginia Dodson, John Newton, Clint Bilson, Alan Preston

The last 12 months has been a time of dramatic change for our society. Changes in office location and structure have hopefully led to a more streamlined approach for implementation of ideas and promotional activities. Many changes have happened within our industry as a whole and many societies and groups have had to rethink and reinvent themselves.

Gone are the days of string quartets and champagne shows. Today it **is all** about families.

I believe this is who our promotion should be targeting. We should present ourselves as the welcoming, rewarding, progressive family oriented society.

It is always harder to find new clients than to keep existing ones and with the current economic climate it can be hard to convince people that buying a horse is money well spent. Owning a horse is an expensive lifestyle but it is a lot more rewarding as a family unit than having a wayward child that has made bad decisions because of too much time on their hands. Having a horse is more than just owning a pet. It teaches not only responsibility but important life lessons such as budgeting, need versus want and prioritizing. Competing with your horse also teaches time management, (late to the event and you have missed the event) presenting yourself and your horse to the best of your ability, (handy for job interviews) doing your homework so that you are as best prepared as you can be, (also helpful for those grown up job situations). It also teaches you how to lose graciously and this is probably the most important lesson. These aspects of horse ownership are very marketable and could be a very sound building block for future promotional campaigns.

The current economic climate is tough. We are constantly being told about how much debt the country has and people are reluctant to spend. This makes sponsorship or donations an extremely rare and valuable commodity. Really, as a Society we need to move to being self-funding and reduce reliance on those regular sponsorship/donation icons to keep giving us money for which they expect no return.

The economic climate is reflected in the Canberra Royal Show gate which has reportedly been down by 50% on the Saturday, and Barastoc is withdrawing their sponsorship after 40 years. Five years ago

Barastoc Show was the largest horse show in Australia, now it is a two day show and unlikely to continue. Let's face it, sponsorship is actually a donation, as realistically there is no way that a 'Sponsor' is going to get a return on their money. Any promotional activity undertaken by the society will need to have the ability to become self-funding either through nomination fees or by increasing business for the Society.

As has been said before the Society's products are few being membership, transfers and registrations and these three products make up the income stream for the Society with a few incidentals. It is very difficult to value add to these three products. 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 being 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. The membership category "Friends Of the AHSA" is a step in the right direction for this to become established.

The "new look" office has given us the opportunity to revisit previously implemented ideas and rewards program and re launch them. The rewards voucher program and the ARABS Scheme been the main focus. One of the major projects that the Promotions Committee has been working on was the Roll of Merit, however the viability of this initiative has resulted in the unfortunate cancellation of the program. This has created an opportunity for us to truly reinvent the ROM without past restraints into something that is much more rewarding, family oriented and progressive that will help to actively promote the Arabian breed. Several suggestions have been made by our members over the past 12 months with some very interesting programs put forward. Some of these are very exciting but hard to implement and costly while others offer great opportunities to become main stream events that will be highly valued.

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.

With all promotion we have to look at the viability of each activity. We need to look at how each of those items will increase sales, not only for the Society but for our members as well. To this end we are investigating horse based promotional products that will make our horses recognizable as being Arabian and our breed Society one in which others will want to participate. After all our Arabians are the reason that we have the 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. You, the members are our Society's Public Relations face and wherever and whatever you do with your Arabians will be promoting our horses as the most versatile of all breeds.

We need to promote our Society as the 'go to' Society that will welcome your family warmly and reward you for your loyalty and be progressive enough to keep you interested. To this end your Society welcomes innovative ideas from all members so we can once again restore the Arabian horse to its rightful place as one of the major breeds for consideration by the general horse buying public.

M Stuart-Smith
Chairman

Mr O Wagstaff queried the end of the Roll Of Merit System. Ms M Stuart-Smith advised that horses already enrolled would be able to continue but no new entries would be accepted.

Mr G Smith asked if the Society could investigate the possibility of tax deductibility of sponsorship and bequests.

Mr P O'Connor asked if the Board had thought of a system whereby a member was rewarded if they introduced another member into the Society. Ms M Stuart-Smith replied that this had been discussed and consideration was still being given to a possible method that was both financially and administratively viable. Such a scheme is very hard to monitor.

Ms C Padgen stated that as a judge she sees many Arabian bred horses not competing in Arabian classes and would like the Board to consider ways to encourage them to compete.

Moved Ms M Stuart-Smith, seconded Ms V Dodson "That the report of the Marketing and Promotions Sub-Committee be accepted." Carried

ARCHIVES SUB COMMITTEE REPORT 2015

MISSION STATEMENT:

To collect and preserve an historic record of the Arabian Horse Society of Australia Limited, its major breeders and significant horses.

Sub-Committee:

Mr Allan Preston, Ms Marjory Stuart-Smith, Ms Gudrun Martini, Ms Virginia Dodson, Brother Peter McIntosh and Mr John Newton (Chairman).

Objectives & Goals:

Quambi Book

In 2013/14 a lot of work was done on the Quambi book from material produced by Peter Clark and supplied by Robert Jones. Unfortunately there were several problems with production of the book from the manuscript, however the finished project is now ready to go to the printer and it is expected that the book will be available in the latter part of this year.

Audit of Archival material

An audit of Archival material has commenced, but will be a lengthy project, due to the amount of material on hand and the limited time available to the sub-committee. Once completed the Society will have a register of what material is on hand.

Record of Notable Breeders

Virginia Blain has for some time been interviewing and recording the stories of some of our older breeders, it is planned to have this material transferred from tape to computer over the ensuing year.

Production of Computer Presentation

Research the possibility of producing a computer presentation that will be made available to members, showcasing some of the important and interesting material that is held in the Archives.

Private Archival Material:

Members are encouraged to contact the Society if they have Archival material that they consider to be of value, so that it can be included in the Society's Archives. Members may not have family members who share their interests in the Arabian Horse, and in these situations valuable material may be lost on their passing. Members are encouraged to contact the Society in these situations so that arrangements can be negotiated to preserve this material.

Summary:

The Sub-committee and Board are pleased that the Quambi book is about to become a reality and it will shortly be available for purchase by interested members. As this book is a limited print, members are encouraged to act quickly once it becomes available.

It is hoped to achieve the remaining objectives in the coming year when time becomes available.

John Newton
Chairman

100 Quambi books will be printed.

Bro P McIntosh suggested that the method of archiving should be examined by professionals and that maybe if there were funds available this could be considered.

Move Mr J Newton, seconded Ms G Martini "That the report of the Archives Sub-Committee be accepted."
Carried

GENERAL BUSINESS

Mr O Wagstaff queried why the motions previously approved had been moved and seconded by Board members prior to the meeting. The Chairman explained that the person delivering a Sub-Committee report should move it and the motions had been seconded in order to save time and the constant shuffling of paperwork up and down the table. Mr S Benjamin pointed out that there had been no opposition to any of the motions.

Mr G Smith mentioned that at the JEC meeting at the Championships the issue of animal welfare was discussed. There has been an ABC report on whip use in the Thoroughbred industry. Mr Smith asked how the Society was positioning itself to answer any criticism about issues such as whip use. The Chairman

mentioned that the RSPCA was trying to make it law for any Society to report any form of animal abuse. The Chairman explained that a Disciplinary Committee would be required at AA shows and shows which have live streaming in the near future.

Mrs V Males asked about the possibility of having an Endurance Horse of the Year award. Mrs Males then thanked the Chairman and the rest of the people who had implemented the changes during the past year and had worked so hard. Mrs Males commented about how proud and excited she was to be part of the Society.

Mr P O'Connor commented that some committees were too scared to reprimand competitors. He stated that independent marshalls appointed by AHSA were needed. The Chairman explained to the meeting that a Disciplinary Committee was the body that would do this.

Ms R Borysko suggested that maybe a list point of what is unacceptable at events was required. She mentioned horses being denied access to water and suggested that a check list of what issued should be checked and investigated in order to ensure horse welfare and basic husbandry was complied with.

Mr R Males mentioned that the Quilty would be held on the long weekend in June at Del Rio. There are 460 entries making it the biggest one horse event in the world. No whips or spurs are permitted at the ride and 99% of the horses entered are Arabian bred.

Ms R Borysko asked if it would be possible to have different scales of fees depending on what Society service was required by members eg no magazine. She queried about additional fees required by professionals and was advised that this no longer applied. The Chairman stated that the Board was preparing a questionnaire about the value of the Arabian Horse News to members. Ms Borysko mentioned that she had been involved in an accident at the east Coast Arabian Championships and asked where show could obtain advice on how to claim. Ms Borysko was advised that a checklist is available from Gow-Gates by contacting the Society.

Mrs C Huxtable enquired about the new format of the Championships mentioning that many people would not be able to attend two separate shows. The Chairman explained that the new format did not require the shows be split but gave them the ability to be split. He mentioned that very few venues had the infrastructure to cater for both shows together and very few Committees had the man power or expertise to run the combined show. He mentioned that there needs to be a viable way to run both events and explained that in USA they shows were split in order to allow each to grow as individual events and that now the Youth and Amateur show is bigger than the Nationals. Mrs L Williamson noted that the Youth/Non-Pro show has huge potential to grow. When the show runs for five days it is too long for many exhibitors but when it is run as a four day show it is too cramped. At present there is no room to expand or develop either event. Classes could potentially be increased but not under the current format. Ms R Borysko asked why there was a need for International judges. The Chairperson pointed out that the Board was responsible for making sure that both the Society and the Show are solvent and that they must benefit the majority of members. He mentioned that hopefully the show would not be split but the option needed to be available. Mrs C Huxtable mentioned that the combined show in Melbourne had worked well except that the Youth and Amateur were on the last day when everyone was packing up which made those events appear second rate. The Chairman explained that the show organiser sets the program for the show. Ms R Borysko queried why numbers were dropping and suggested running classes at night. The Chairman stated that he felt it was important to find a way to bring in related breeds and it was important to find a way to bring in the general public in order for the event to grow but more manpower was needed. He stated that the social aspect of the show needs to be reintroduced. Ms R Borysko again suggested that the program be changed to include night classes. Mr C Bilson stated that competitors in general do not want long days. Ms R Borysko again suggested that the show not use International judges to which Mr G Liddle replied that the NSW Association had asked competitors about this and that the majority had indicated that they wanted to be judged by Internationals. Mrs K Dertell mentioned that Show Horse Council Grand National was growing every year. The show has only one ring in operation which was very boring if the spectator is not involved. She mentioned that there were a lot of excellent Tradestands and the grandstands were 70-80% full. Mrs Dertell suggested that the Australian Championships be a five day show which included seminars and Bar-B-Ques in order to increase the social aspect and encourage people outside the industry to attend.

Ms G Lilley mentioned that at Sydney Royal the number of Purebreds exhibited was tragic but the Arabian Derivative numbers were excellent. She pointed out that shows such as Sydney Royal are a wonderful

advertisement for the breed. Ms C Padgen mentioned that the change of date of the Arabian classes impacted on the numbers exhibited. She mentioned that she had received a phone call about the change of date. Mr O Wagstaff stated that he was still waiting for official advice about the change of dates and stated that AHSA was partly to blame for the attitude of the RAS as they had not encouraged members to support Royals and Agricultural Shows. Ms C Padgen stated that it was important for the Society to work with Royals in an attempt to increase numbers. Mrs V Males stated that she and the Board had worked very hard in order to get the Arabian classes reinstated.

Mr P O'Connor advised about a concept for a major equestrian centre at Romsey in Victoria. Mrs K Dertell explained that it was a wonderful concept and that there was a large online survey at the moment. It was suggested that Mrs K Dertell or Mr P O'Connor should liaise with the Promotions Sub-Committee in order to advise of progress.

Mrs L Williamson advised of the problem when attempting to rotate the Arabian Championships. She explained that although members would like the show rotated there are very few venues with the facilities and adequate stabling. She mentioned that Arabian competitors were part of the problem as many were very difficult and demanding and that many committees no longer wanted to deal with them.

Mrs V Males stated that she had sold more horses by exhibiting at small shows and Royals than at Arabian shows. She mentioned that it was no use people complaining if they were not prepared to show at the smaller shows. She mentioned the quote "If it's going to be it's up to me".

Mr O Wagstaff stated that he felt that qualifications at Agricultural Shows should be part of the requirement for the Arabian Championships. He stated that he felt that only one Arabian Show should be included and the remaining performances should be gained at Agricultural shows. Mrs L Williamson mentioned that there was a problem keeping classes in the schedules and getting them back on once they had been dropped. Mrs K Fletcher-Grieve stated that she felt that the new show grading system would help the problem.

Bro P McIntosh then stated that he felt the meeting had been going for long enough and that he wished to hear the talk by the guest speaker.

There being no further business the Chairman thanked the members for their attendance and declared the meeting closed at 4.00 pm

A Preston
Chairman

...../...../.....