

# HorsesLandWater



## Sample Communication Plan

Tips and ideas for promoting horse keeping and land management messages to peri-urban horse keeping communities.

For use by leaders of local horse organisations, Natural Resource Management technical officers & educational co-ordinators

**HorsesLandWater**

Email [horsesa@horsesa.asn.au](mailto:horsesa@horsesa.asn.au)  
Web [www.horseslandwater.com](http://www.horseslandwater.com)



CARING  
FOR  
OUR  
COUNTRY

# Sample Communication Plan

## Contents

### Page

3	Introduction
3	Aim
3	Objectives
3	Who am I communicating to?
6	Who is our Audience?
8	Undertaking a SWOT Analysis
9	Key Messages
14	Recognising and rewarding effort
14	Evaluation
16	Appendix 1
17	Appendix 2

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HorsesLandWater  
PO Box 20  
Wayville SA 5034  
Australia  
Phone +61 8410 0423  
Email [horsesa@horsesa.asn.au](mailto:horsesa@horsesa.asn.au)  
[www.horseslandwater.com](http://www.horseslandwater.com)

## 1. Introduction

This is a guide to assist volunteers or paid officers who may find themselves charged with developing a communication strategy for a horse keeping & land management program.

You may have very important and valuable information to share with horse owners, however gaining their attention, and later commitment to share the message, is probably quite a different skill base to the one you currently have.

HorsesLandWater has literally grown out of a few interested horse keepers in a hamlet in the Adelaide Hills. It is now a recognisable "brand name" consisting of 5 key land management messages, and a community capacity building program which engages some "non negotiable" indicators to be met for success.

The information shared in this document arises out of nearly ten years of practical experience Australia-wide. Methodologies to gather information range from formalised research involving corporate communications companies through to personal experiences and antidotes. Supporting the horse industry specific information is the communications framework found in the "Communicating EMS in Australian Agriculture: Guidelines for Best Practice"; developed through a project funded by the Department for Agriculture, Fisheries & Forestry.

This document is a guide, and you will need to adapt it to suit your own purposes.

## 2. Aim

This is your main communication goal.

To increase the uptake of good land management practices amongst horse keepers in this region.

## 3. Objectives

These are the outcomes you want to achieve.

- To help you to build networks and key stakeholders to support and establish your program
- To disseminate horse keeping NRM information to local networks
- To encourage sharing of information between horse owners and horse organisations
- To encourage networking between community horse leaders and government/NRM agencies
- To generate broader strategic support by both horse industry and government organisations

You may choose to include a numerical target, such as attendance by 50 land managers throughout the program activities.

## 4. Who am I communicating to?

### Primary

This is the key target audience.

- Horse property managers
- Horse owners who agist horses in this region but may live in another region

### Secondary

These are people who can assist in disseminating information about this project.

## Media

- Local newspapers
- Local radio stations
- Horse organisation newsletters
- Local TV stations (many have community announcements sections)

## Horse organisations

- Local horse organisations. Contacts for clubs, particularly those who lease community land, will be held by Local Government.
- Websites with high level horse industry content (suggestions in Appendix)
- National or State horse organisations, which may have members in the region.

## Government

- Local Government/Shire
  - Natural Resources Management officer
  - Environment officer
  - Recreation & Sport officer
  - Council website, community noticeboard and newsletters
- State Government

Departments which have Natural Resources Management in their brief e.g. Primary Industries, Water. If you do not have a direct contact within a Department, write to the CEO and inform them about your program. Ask to be put in touch with an officer who can assist you to promote the program and inform potential participants.
- Federal Government
  - Department for Agriculture, Fisheries & Forestry
  - Department for Environment & Heritage
  - These Departments may or may not be required to be communicated with about your program. If any funding that supports your program is involved, then this is a necessary requirement.

## Natural Resources Management (NRM) Boards

In some areas, these organisations are known as Catchment Management Authorities. NRM Boards are responsible for a range of tasks, including strategic planning, management of funds, undertaking on-ground works to improve the environment and education of stakeholders (including horse owners) who may live within their region. To find out the contact for your local NRM Board visit [www.nrm.gov.au](http://www.nrm.gov.au)

## Businesses/professionals who service the horse industry

Small businesses operators such as farriers, equestrian coaches and veterinarians are in a good position to disseminate information about horse keeping & land management practices. However, this will not occur "by itself"

Success has been found whereby a short précis of key land management messages and program information has been provided as a short presentation at respective professional association monthly meetings. These networks can then be used to help distribute field day flyers and general program information. A few individuals will even go further to advise horse owners on specific horse health problems related to apparent conditions in which the horse is being kept and then recommend the program. These people are program “advocates” and can be a very strong and integral part of your communication plan.

### Key links

Equine Veterinarians Australia	<a href="http://www.eva.org.au">www.eva.org.au</a>
Australian Farriers & Blacksmiths Association	<a href="http://www.afba.org.au">www.afba.org.au</a>
South Australia Master Farriers Association	<a href="http://www.farriers-sa.com.au">www.farriers-sa.com.au</a>
Master Farriers Association of New South Wales	<a href="http://www.mfansw.com.au">www.mfansw.com.au</a>
Queensland Master Farriers Association	<a href="http://www.qmfa.org.au">www.qmfa.org.au</a>

### General service and information providers

- Local libraries
- Rural merchandise outlets
- Noticeboards at shopping centres
- Neighbourhood watch newsletters

### Other community organisations

- Landcare online services [www.landcareonline.com](http://www.landcareonline.com)
- Other organisations to partner with or utilise communication networks that may have an interest in promoting your program. This may include animal welfare organisations, conservation groups or local neighbourhood action groups.

### Tertiary Stakeholders

These stakeholders have a direct interest in any project and will need to be involved in regular communications. It may include

- The horse organisation or NRM group that you represent
- Any agencies funding the project
- Any sponsors or in-kind supporters

## 5. Who is our Audience?

The horse keeping and land management programs are specifically targeted at horse property managers in peri-urban areas. The peri-urban area is often described as the city-country interface around any capitol city or major regional town. It can also refer to anywhere that traditional larger farms have undergone land divisions into typical smaller 2 – 40 hectare “lifestyle” blocks.

Horse SA, program manager for HorsesLandWater, has undertaken a number of surveys (written, telephone, face to face) over the past 5 years. The information gathered has helped develop a working profile of horse keepers.

Horse owners can be loosely described within the following three categories.



### Horse property owners in the target catchment\* : non- commercial

This is the critical group for engagement, as they are often:

- Work off-property most of the time
- Have “bought” into the lifestyle, and often do not have any previous land management experience
- Are often highly educated, but with no agricultural or natural resources management qualifications
- Undertake significant property infrastructure changes (that is, more changes to the natural environment per hectare than a traditional farmer)

This group is responsible for the collective management of significant land within in your catchment, as owners or caretakers, and may have the following attributes:

- Value the environment
- Actively seek out information to improve their investment, but often are discouraged if it does not relate to small holdings, or doesn’t mention horse keeping.
- Spend 5-15 hrs per week undertaking manual work on the property
- Horses are kept for non-commercial reasons (recreation, sport, pets)
- Small holdings which are unable to supply enough feed all year around
- Have a broad understanding of environmental issues, but perhaps are not directly understanding the impacts of horse keeping within their own catchment
- Are usually involved in local horse owners networks (clubs, social riding groups)
- Unlikely to have sought out information about horse keeping & land management
- Have a good base level knowledge of horse care and welfare
- Will access local information sources
- Are not likely to access farming networking information or media
- Unlikely to own a tractor or other farming equipment
- No economic drivers to improve land management (as income if off-site)
- Over-grazing is recognised, but how to manage this is not
- The ability to access local trails and public land for riding is a high priority and often drives the choice for living in a district
- Often provide formal or informal agistment services

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\* Catchment is used as a general term. It may refer to a water catchment region or to a geographical catchment identified for communication with (e.g. residents of a Shire)

- High property turnover
- Prefer electronic information by email in the form of fact sheets or news updates
- Perceived to have no time for additional work on their property
- May not do a budget for land management or improvements, jobs are done as cash is available.
- Have difficulty in prioritising on-ground works
- Women are more likely to become engaged in an educational program
- Age-group tends to be early 40's onwards, from the time a working couple can expect to purchase their first small farm.

### Horse property owners in the target catchment: commercial

- Are likely to have land management experience
- May employ staff
- Are experienced horse keepers
- Will look for commercial outcomes
- Will not adopt NRM practices if no commercial benefit can be seen
- Have a higher requirement for NRM to be evidence based
- Are unwilling to incur costs if no reputation or business benefit can be identified
- Are often not accessing farming information networks
- Often provide formal agistment services
- Low turnover of properties
- Are most likely to belong to a professional horse industry organisation

This group are willing to be engaged and managers will send staff to educational sessions. They generally have a much higher requirement for technical information.

### Horse owners who do not live in the catchment

These are horse owners who may keep their horses on agistment within your catchment area. In some regions, the greater proportion of horses will be on agistment.

- Will be time poor, especially as travel to visit their horse is involved
- Will not feel empowered to "do anything" about influencing land care decisions on the property on which their horse is kept, and therefore often do not think information, field days other educational or marketing information "is for them"
- Rarely access local information sources (e.g. local newspapers)
- Will often be involved in local horse owners networks (clubs, social riding groups)
- Unlikely to be aware of horse keeping & land management projects, even if they have been running in a region for a while
- Little or no awareness of horse keeping and natural resources management
- May not access their horse for weeks on end and therefore look for related information or news

Horse owners in this group will generally attend a program if accompanied by the small property manager, or are considering moving from agistment towards purchasing their own property. It is very difficult to engage horse owners who feel that they do not have a direct role in managing the property their horse lives on.

### Characteristics about the audience, based on experiences

- Managers are generally not interested in gaining a qualification
- Social networks are critical for information sharing

- The use of personal telephone calls and visits (face to face) has a high value for adoption or advocacy of the program
- Technical information can be effectively shared via Email but application of the information cannot.
- Long courses & programs are of no interest
- The power to choose what is learnt is in the hands of the landholder (unlike traditional vocational training)
- There needs to be a very strong link between learning theory and carrying out a task, which form part of the upfront promotion
- Training is time-bound. Training needs to be delivered promptly and succinctly with direct application to property management evident.
- Training is often a “luxury” budget item. As NRM training is not linked to vocational qualifications or job outcomes, paying for training is a luxury budget item. Every effort must be made to have training sponsored, supported by the corporate sector or other innovative way to reduce or remove cost barriers.
- Consider a “ready reckoner” or mini-version of an educational resource
- Consider snapshot workshops, where 2 or 3 topics are covered in 2 hrs
- Training delivery profile includes provision of training services after hours, on-site (i.e. not in classrooms but on real horse properties or horse organisation club grounds)
- Program delivery by a relevant person who is able to provide up to the minute, useful information related to actual property management practices
- Training to incorporate OHSW and “how to operate this tool/bit of machinery”, especially those working solo or women as a key resource, including links to machinery, devices or techniques for solo operators. (Even though property may have two residents, partner often not interested)
- NRM training needs to balance biodiversity with soil & pasture requirements and horse health. An imbalance in focus soon loses participant interest.
- Training needs follow-up (mentoring) to ensure increased uptake of NRM on-ground as this cannot often be supplied by the horse organisation they are a member of (unlike a professional farming organisation)

## 6. Undertaking a SWOT Analysis

Undertake a SWOT analysis of the horse keeping and land management program that you are planning to promote. This will help reduce the likelihood of failure (non-participation) Here are some starting points which may or may not apply to your particular program.

### Strengths

- Your program can improve horse health
- HorsesLandWater was developed for horse owners by horse owners
- There are a lot of supporting resources and website
- Research based information
- A broad range of networks are utilised to tap into to enhance message sharing
- It increases awareness of horse keeping and environment amongst horse owners, giving credibility to horse property managers
- Adaptable program with key messages that apply Australia-wide
- Horse property managers can be engaged and influenced within a relatively short period of time

### Weaknesses

- Horse organisations do not see the need to provide information to their membership base about horse keeping as it is not “core business”
- Horse organisations do not see that by improving horse keeping practices, that this will reflect more

positively on their own organisation, through their membership base; and that this is a membership benefit

- Many NRM technical officers are unaware of specifics associated with horse keeping without professional development or mentoring, leading to participant dis-interest
- Lack of consistent funding may see technical support provided for property owners, which then disappears
- Small farms not often being eligible for funding programs or alternatively, small farm managers or horse organisations not recognising that they are eligible.

## Opportunities

- Flexible delivery times to suit e.g. after hours and weekends
- Create a social environment through bbq, coffee and encourage exchange of contacts so that people can keep in touch with other like minded people
- Sharing of information between horse organisations and community horse leaders
- Opportunity to “badge” HorsesLandWater resources with own logos or insert own local photos to aid in greater regional adoption
- Encourage transfer of key messages to other areas of passion, e.g. sustainable recreational trails

## Threats

- Poor understanding of land management terminology by horse owners e.g. words to describe soil types or plant structure
- Assumed understanding of what “Natural Resources Management” and related terminology (a recent survey across three Adelaide horse owning groups provided a range of answers, most common being “another name for national parks”)
- Do not want to be associated with anything to do with Governments (should the logo appear on a promotional flyer, for example) as many have had poor experiences through the planning & regulatory frameworks.
- Other industry influences e.g. horse flu
- Lack of profile about land management and horse keeping more broadly in the horse industry both at an organisational level and through industry publications and media
- Difficulty in penetrating local horse industry networks in a way to gain a positive outcome (information dissemination)

## 7. Key Messages

The Communication Plan for your horse keeping program needs to identify the key messages that need to be shared.

The HorsesLandWater program undertook a range of surveys, interviews and other methodologies to determine what the key messages should be. Of the 36 benchmarks developed, the following 5 key messages were selected.

By horse owners, they were considered 5 things which could be managed without significant expense and for which a measured result could be seen.

By Natural Resource Management technical staff, they were seen as being factors which, if managed, would improve water quality and promote biodiversity.

The messages are:

- Keep ground cover all year
- Manage manure
- Protect watercourses
- Reduce dust and mud
- Undertake a weed control program

When it comes to horse keepers their first area of concern is about their horses and you need to focus on that issue. Media releases & marketing collateral needs to show an image of a horse and link, where possible, to a horse health message.

You will need to also document other sub-messages which may also form part of your communication plan, for example:

- It is a voluntary program
- You will not have to radically change your horse keeping routine
- Choose how you want to start and at what speed you progress
- Simple changes, for significant environmental benefit, may not cost a lot or take much time
- Your horse will live in a healthy environment

When looking at ways to ensure that your communication plan is effective, there may be some “negotiable” and some “non-negotiable” aspects.

**With HorsesLandWater there are some negotiable items, such as:**

- Broader media and promotional opportunities may or may not be utilised
- Flyers and information are not to be full of government waffle
- Ideally additional logos, belonging to local horse organisations are used on communication information

**The non-negotiable items include:**

- The location where sessions are held must be familiar to the horse property manager (a horse industry location e.g. club grounds)
- It is held at a time and on a day that will suit most horse owners in the catchment
- The person delivering the program must have personal horse keeping experience
- Invitations to attend are always extended to all three levels of government, research & educational institutions and all known aspects of the horse industry in the catchment. This is essential to allow new networks to form, which will facilitate greater uptake of improved land management in the longer term
- The majority of the promotion is undertaken through horse industry networks, and engagement of local horse organisations to assist with this is critical
- There will need to be face to face meetings with stakeholders
- Need something on paper to say what your project is about and what you want to achieve, used for media and also to inform participants
- There will need to be a delivery model that shows horse keepers how to use the resources (field day etc) don't fall into the trap of “build a course and they don't come”

Over the life of HorsesLandWater, the communication about the program and the key messages has taken place through utilisation of a range of tools.

## Advertising

Advertising has limited appeal for the target audience. Having colour and black & white advertisements about your program prepared will be useful to passing onto busy club secretaries also charged with preparing the horse organisation newsletter. If your program is funded by a government agency, remember there are guidelines for use of the logo which will need to be adhered to.



**Advertising features** are where editorial is combined with paid advertising.

**Blogs** are a more recent way for people with low level IT skills to have information published on the Web. Little use of these to share horse keeping messages have been made to date.



**Brochures and fact sheets.** Extensive use of this medium has been made for sharing the HorsesLandWater message. To gain maximum benefit the document must also be available as a PDF online. People will often pick up a brochure before a “heavier” resource. It is quite quick and easy to develop a brochure on a single topic of interest to local horse owners.

### Case studies and testimonials

It is very important to have real-life examples of where improved practices have had benefit, which can be found within your catchment area. The examples used have to have relevance to your exact target group. A cashed-up racehorse farm will have limited relevance to struggling small landholders.



This story can be found on [www.horseslandwater.com](http://www.horseslandwater.com)

### Sharing the Story

*Doig Property - South Australia*

*Find out how a very wet horse property in Scott Creek, South Australia, uses the HorsesLandWater Action Planner to help!*

### CDs and DVDs

These are a way of providing information. It has limited uses as busy people often prefer to directly access the Internet, however, many with slow dial-ups prefer CD's. This format is also useful to send to schools, community centres or other places that have staff that spend time sharing information to their networks and members.



### Community Announcements:

These are a free service offered by a range of organisations and publications for programs which are non-commercial. As it is not paid advertising, you have little control over when the message appears. The media includes TV, radio, newspapers and websites. If you are new to communication, perhaps contact other organisations who you see utilising these services to gain some useful advice about which ones may be most effective.

### Direct mail

This is a very expensive way to contact a target audience, providing you have the database to start with. Most programs will not have the budget for this. Greater success can be found with doing a letter-box drop in the catchment, supported by roadside signage and notices at the local shop, golf club or fodder store. That way the message gets to people through several channels.

If you do have the budget, it would pay to do a “test run” with some horse property owners to make sure that the information sent to them leads to action (e.g. attending the information session, visiting a website) as you are competing with other similar material that ends up in a letter box.

### Displays and information stands

A simple information stand at a horse show is one way of being in the same place as horse owners; however it does not mean that you will easily engage. Through our experiences, there are a couple of key things to consider:

- Announce to the audience (club members via their newsletter, show program etc) that you will be attending. Make sure key information about what they can get from the stand is made known.
- Place the stand, with permission of the event organiser, somewhere that most people will go on that day e.g. next to the canteen
- If possible, have the stand personally manned
- Make it easy to approach the stand and to access information without having to “bother” the attendants
- Attendance during the most popular part of the day, say 11 – 2pm gains the most response. Hanging around for hours and hours to the end draws no greater response.
- Write a short message for the public address system, saying who you are, why you are there and how long you are staying for.
- Have a merchandising item to give away; it is an excellent way to start a conversation. We use fridge magnets for this quite effectively.
- Get key messages across in as many ways as you can, without “cluttering” the site. People’s have to have their attention grabbed in only a few seconds. A large banner or poster with the key messages, supported by similar information on the table.
- Include a “live” aspect to your stand. Examples of good, bad and terrible pasture potted up, get people to measure something in a sample of water, test soil ph or guess the weed.
- Have a sheet on a clipboard with pen ready, so people can fill in their own details if they want to be contacted for inclusion your contact list.
- Keep a record of who you spoke to and why. Some of these people may help you share program information with a follow up a week later.
- Have a range of information available, including some from other organisations if appropriate.
- For your own sake, have everything so that it can be carried on a trolley in one trip, ask the event organiser to have a table and chair ready in a sheltered area if you can.

### E-newsletters

A most effective way of sharing information with ease at a low cost. They are most useful if you have developed your own email list of stakeholders, who can then pass onto their networks. It is not an effective way of putting critical information into and expecting everyone to download, print out and read. E-newsletters are a good part of a suite of tools, but not as a stand alone item.



### Face to face communication

The best way to get a message across, as it allows the speaker to “develop relationships” with the target audience. It may be easier to ask to be a speaker at an existing horse organisation meeting, if it is just for general information or a précis of the larger program.

### Flyers

A cheap and effective way for basic communication about upcoming events or to point them to other information sources. Make sure you have

a checklist to ensure that key information such as what the program is, how will it benefit the participant, when, where and how to contact you are included.

### Launch Events

These events can be as small or large as needed, and that the budget allows. A great way to get that “photo opportunity” with a special guest, perhaps gain media coverage and to network with new people. It is important not to underestimate the time and cost for organising one of these, as the time factor can get out of control quite easily.

Make it easy for people to attend. This is a launch for a major recreational trail, some 50 km away. The launch was held in the city centre as many more guests could then attend.



### Media Releases

This tool has been a critical component of the toolbox to promote HorsesLandWater. Media releases will be picked up by a wide range of publications, and trigger radio interviews and photo opportunities.

### Merchandising

Lots of money can easily be wasted on merchandising, however if you have a particular message to get across this is one way to do it, especially if given away for free and can enjoy a wide distribution.

Merchandising successfully utilised in the HorsesLandWater program to date include fence signage, shopping bags, posters and fridge magnets.

- The fence signs have a long life in the catchment area that is your target market. The shopping bags are used for a range of horse industry events, including business breakfasts and formal dinners.
- The posters have been reproduced in at least 2 major national horse industry magazines and adapted for use by Animal Health Australia. Over 10,000 were given out at the Royal Adelaide Show.
- The fridge magnets are a great conversation starter for information stands, are included in membership packs for horse clubs and added to promotions undertaken by other organisations.
- Keep a record of what you spend and the perceived “reach” of the merchandising product, which will help determine future expenditure and choice of items.



### Photographs

The project will benefit from having a range of photographs to use, which people can soon relate to your program. HorsesLandWater, whilst working with many, many horse properties, has selected one main photo to use in the same way a logo can be used.

### Podcasts

This involves the delivering of audio content in a downloadable format to the Internet or an MP3 player. This format is being increasingly used by the rural media,



most notably the ABC.

### Posters and display banners

Aim for strong visual messages and few words. Consider how and where the banners or posters will be displayed. Some banners are not good outdoors and large posters of a size larger than A3 are often not welcome in shop windows.

### Soft Launch

This is where a launch is announced by a media release but takes place without people or an event. The launch could be that a new horse keeping brochures is available online and at selected outlets

### Stakeholder briefings

These are very important to help communicate the key messages about your program. See earlier section in this document relating to secondary stakeholders.

### Video news release

This is a media release in audio visual format sent to TV stations.

### Video based messages

Horse SA recently worked with a team of youth to determine how they would share the Landcare message to other horse enthusiasts of their own age.

The resulting "Horse TV" can be found on <http://www.youtube.com/watch?v=GH-omQY3aY8>



### Websites

Horse owners who spend all their spare time riding or outside fixing gates and cleaning yards, don't have a lot of spare time to read information on a website. However, they are essential tools today for holding information, are a resource for the media and can be used as an online noticeboard. It is very important to keep them up to date and easily accessed by people with slow dial-up.

## 8. Recognising and rewarding effort

Any program about horse keeping and land management is about changing attitudes and behaviours. This is long-term.

Talk to horse owners to see what they would like in the way of reward and recognition. Many say "don't bother, we enjoy it". Remember that the change is voluntary, and voluntary efforts need to be recognised.

Some suggestions are:

- "Thank you's" – personal and public
- Certificates of recognition
- Invitations to be involved in further training or media events
- An opportunity to have their own story into pictures and words
- Thank you BBQs or social gatherings

## 9. Evaluation

Evaluation of how your communication plan has worked is very important. It can help you gather tangible

evidence of your plan's success, work out where things went wrong and make changes to improve the result next time.

Make a list of the communication activities to be undertaken (flyers, events etc) and on a second list, write down how you will measure the success of the activity e.g. number of website hits, number of responses to invitations etc.

Remember to include formal (statistical, measureable) and informal (antidotal, observational) forms of evaluation.

## Appendix 1

### Horse related websites in Australia with a high visitor rate

[www.horsedirectory.com.au](http://www.horsedirectory.com.au)  
[www.cyberhorse.net.au](http://www.cyberhorse.net.au)  
[www.horsecouncil.org.au](http://www.horsecouncil.org.au)  
[www.horsepoint.com.au](http://www.horsepoint.com.au)  
[www.ozpets.com.au/horses](http://www.ozpets.com.au/horses)  
[www.cavalletti.com.au](http://www.cavalletti.com.au)  
[www.horsetrade.com.au](http://www.horsetrade.com.au)  
[www.freewebs.com/carinya\\_park](http://www.freewebs.com/carinya_park)  
[www.horseproblems.com.au](http://www.horseproblems.com.au)  
[www.horseriders.com.au](http://www.horseriders.com.au)  
[www.petlink.com.au](http://www.petlink.com.au)  
[www.equinecentre.unimelb.edu.au](http://www.equinecentre.unimelb.edu.au)  
[www.horseguide.com.au](http://www.horseguide.com.au)

### Horse related websites in Australia with a high visitor rate

[www.equestrian.com.my](http://www.equestrian.com.my)  
 Malaysia  
[www.horsetalk.co.nz](http://www.horsetalk.co.nz)  
 New Zealand  
[www.equiworld.net](http://www.equiworld.net)  
 New Zealand  
[www.horse-directory.co.uk](http://www.horse-directory.co.uk)  
 UK  
<http://source.bloodhorse.com>  
 USA  
[www.americanhorsenetwork.com](http://www.americanhorsenetwork.com)  
 USA  
[www.ultimatehorsesite.com](http://www.ultimatehorsesite.com)  
 USA  
[www.haynet.uk.com](http://www.haynet.uk.com)  
 UK  
[www.horsesofcanada.com](http://www.horsesofcanada.com)  
 Canada  
[www.equestrian.ca](http://www.equestrian.ca)  
 Canada  
[www.equineguelph.ca](http://www.equineguelph.ca)  
 Canada  
[www.horse-pony.co.nz](http://www.horse-pony.co.nz)  
 New Zealand  
[www.equine-world.co.uk](http://www.equine-world.co.uk)  
 UK  
[www.horsetraderonline.co.uk](http://www.horsetraderonline.co.uk)  
 UK  
[www.equinetourism.co.uk](http://www.equinetourism.co.uk)  
 UK  
[www.thehorse.com](http://www.thehorse.com)

USA  
[www.horseadvice.com](http://www.horseadvice.com)  
 USA  
[www.equine.com](http://www.equine.com)  
 USA  
[www.dreamhorse.com](http://www.dreamhorse.com)  
 USA  
[www.brumbymatchaustralia.com.au](http://www.brumbymatchaustralia.com.au)  
 Aus  
[www.horseandhound.co.uk](http://www.horseandhound.co.uk)  
 UK  
[www.bhs.org.uk](http://www.bhs.org.uk)  
 UK  
[www.horsecity.com](http://www.horsecity.com)  
 USA  
[www.horseweb.com](http://www.horseweb.com)  
 USA  
[www.equisearch.com](http://www.equisearch.com)  
 USA  
[www.worldofhorses.co.uk](http://www.worldofhorses.co.uk)  
 UK  
[www.horsejunction.co.za](http://www.horsejunction.co.za)  
 South Africa  
[www.thsinfo.co.za](http://www.thsinfo.co.za)  
 South Africa  
[www.acreageequines.com](http://www.acreageequines.com)  
 Canada  
[www.equine-trader.com](http://www.equine-trader.com)  
 Canada  
[www.albertaequine.com](http://www.albertaequine.com)  
 Canada

### Horse magazines

Horse Deals  
[www.horsedeals.com.au](http://www.horsedeals.com.au)  
 Hoofbeats  
[www.hoofbeats.com.au](http://www.hoofbeats.com.au)  
 Arabian Horse Express  
[www.arabianhorse.com.au](http://www.arabianhorse.com.au)  
 Horseywyse  
[www.horseywyse.com.au](http://www.horseywyse.com.au)  
 Horses and People  
[www.horsesandpeople.com.au](http://www.horsesandpeople.com.au)  
 The Horse Magazine  
[www.horsemagazine.com.au](http://www.horsemagazine.com.au)  
 Outback  
[www.outbackmag.com.au](http://www.outbackmag.com.au)  
 The Horse Report [www.thehorsereport.com](http://www.thehorsereport.com)  
 Chaff Chat (HRCAV)  
[www.hrcav.com.au/chaffChat.htm](http://www.hrcav.com.au/chaffChat.htm)  
 Australian Equestrian Life Magazine  
[www.eqlife.com.au](http://www.eqlife.com.au)

## Australian newspapers often featuring horse stories

The Weekly Times  
The Land  
Stock and Land

Queensland Country Life  
Stock Journal  
Farm Weekly  
North Queensland Register  
ABC Rural (online)

## Appendix 2

### Horse related websites worldwide with high visitor rates

Organisation Name	Website
Australian Pony Stud Book	<a href="http://www.apsb.asn.au">www.apsb.asn.au</a>
Australian Stud Saddle Pony Assoc.	<a href="http://www.australiansaddlepony.com.au">www.australiansaddlepony.com.au</a>
Australian Trail Horse Riders Assoc	<a href="http://www.athra.com.au">www.athra.com.au</a>
Australian Sports Pony Registry	<a href="http://www.australiansportspony.homestead.com">www.australiansportspony.homestead.com</a>
United Palomino, White, Buckskin & Dun Assoc. Ltd	<a href="http://www.dilutes.iinet.net.au">www.dilutes.iinet.net.au</a>
Australian Friesian Horse Society	<a href="http://www.friesianhorses.com.au/theafhs.htm">www.friesianhorses.com.au/theafhs.htm</a>
National Buckskin Society Inc	<a href="http://www.nbs.org.au">www.nbs.org.au</a>
Australian Andalusian Alliance	<a href="http://www.andalusian-australia.com.au">www.andalusian-australia.com.au</a>
Australian Endurance Breeders	<a href="http://www.australianendurancebreeders.com.au">www.australianendurancebreeders.com.au</a>
Australian Miniature Pony Society Inc	<a href="http://http://australianminiaturepony.com.au">http://australianminiaturepony.com.au</a>
Independent Miniature Horse Registry Inc	<a href="http://www.minihorseinfo.com">www.minihorseinfo.com</a>
Australian Stock Horse Society	<a href="http://www.ashs.com.au">www.ashs.com.au</a>
Lusitano Horse Association of Australia	<a href="http://www.ahaa.org.au/testing.htm">www.ahaa.org.au/testing.htm</a>
Holsteiner Horse Association of Australia & NZ Ltd.	<a href="http://www.holsteiner.com.au">www.holsteiner.com.au</a>
Australian Warmblood Sport Horse Association	<a href="http://www.awha.com.au">www.awha.com.au</a>
American Saddlebred Horse Assoc of Australia	<a href="http://www.saddlebredaustralia.org.au">www.saddlebredaustralia.org.au</a>
Andalusian Horse Association of Australia	<a href="http://www.ahaa.org.au">www.ahaa.org.au</a>
Coffin Bay Pony Protection Society	<a href="http://www.coffinbaypony.asn.au">www.coffinbaypony.asn.au</a>
Appaloosas & Australian Spotted Ponies Inc	<a href="http://www.homestead.com/aasp">www.homestead.com/aasp</a>
Arabian Horse Breeders of Australia Ltd	<a href="http://www.ahsa.asn.au">www.ahsa.asn.au</a>
Association de Caballos de Pura Raza Espanola-Aust	<a href="http://www.spanishhorse.org.au">www.spanishhorse.org.au</a>
Australian Lipizzaner Registry (International)	<a href="http://www.lipizzaneraustralia.org">www.lipizzaneraustralia.org</a>
Australian Appaloosa Association	<a href="http://www.appaloosa.org.au">www.appaloosa.org.au</a>
Australian Bushman's Campdraft & Rodeo Assoc	<a href="http://www.abcra.com.au">www.abcra.com.au</a>
Australian Endurance Riders Association	<a href="http://www.aera.asn.au">www.aera.asn.au</a>
Australian Haflinger Horse Breeders Assoc	<a href="http://www.haflinger.org.au">www.haflinger.org.au</a>
Australian Little Horse & Miniature Breeds Assoc Inc	<a href="http://www.alhmba.org.au">www.alhmba.org.au</a>
Australian Mountain Racing Assoc. Inc	<a href="http://www.mountainracing.com.au">www.mountainracing.com.au</a>

Australian Palomino Horse Assoc. Inc	<a href="http://www.apha.com.au">www.apha.com.au</a>
Australian Palouse Pony Assoc Inc	<a href="http://www.palousepony.org.au">www.palousepony.org.au</a>
Peruvian Paso Horse Registry of Australia	<a href="http://www.pasocentral.org">www.pasocentral.org</a>
Australian Quarter Horse Assoc Inc	<a href="http://www.aqha.com.au">www.aqha.com.au</a>
Australian Saddle Pony Assoc	<a href="http://www.emmasshowhorses.com/saddlepony.html">www.emmasshowhorses.com/saddlepony.html</a>
Cleveland Bay Horse Society of Australasia	<a href="http://www.clevelandbays.com.au">www.clevelandbays.com.au</a>
Commonwealth Clydesdale Horse Society	<a href="http://www.clydesdalehorse.com.au">www.clydesdalehorse.com.au</a>
Connemara Pony Breeders Society of Australia	<a href="http://www.cpbsa.com.au">www.cpbsa.com.au</a>
EIDSA All Breeds Register for Mules & Donkeys	<a href="http://www.donkeybreeds.com">www.donkeybreeds.com</a>
Highland Pony Society of Australia	<a href="http://www.highlandpony.org.au">www.highlandpony.org.au</a>
Irish Draught and Sport Horse Society	<a href="http://www.idshs.com.au">www.idshs.com.au</a>
Morgan Horse Association of Australia	<a href="http://www.morganhorse.com.au">www.morganhorse.com.au</a>
National Cutting Horse Association	<a href="http://www.ncha.com.au">www.ncha.com.au</a>
National Reining Horse Association	<a href="http://www.nrha.org.au">www.nrha.org.au</a>
New Forest Pony Association of Australia	<a href="http://www.newforestpony.org.au">www.newforestpony.org.au</a>
Paint Horse Association of Australia	<a href="http://www.painthorse.com.au">www.painthorse.com.au</a>
Percheron Horse Breeders Assoc of Australia	<a href="http://www.percheron.com.au">www.percheron.com.au</a>
Riding Pony Stud Book Society	<a href="http://www.rpsbs.com.au">www.rpsbs.com.au</a>
Shire Horse Society of Australia Inc	<a href="http://www.shirehorse.com.au">www.shirehorse.com.au</a>
Standardbred Performance & Pleasure Assoc	<a href="http://www.spphav.org">www.spphav.org</a>
Waler Horse Society of Australia	<a href="http://www.walerhorse.com">www.walerhorse.com</a>
Australian Stud Book	<a href="http://www.studbook.org.au">www.studbook.org.au</a>
Waler, Galloway & Hack Registry	<a href="http://wgghr-inc.hypermart.net">wgghr-inc.hypermart.net</a>
Welsh Pony & Cob Society of Australia	<a href="http://www.wpcsoa.com.au">www.wpcsoa.com.au</a>
National Student Rodeo Association Inc	<a href="http://www.nsra.org.au">www.nsra.org.au</a>
Australian Tentpegging Association	<a href="http://www.tentpeggingaustralia.org">www.tentpeggingaustralia.org</a>
Australian Mounted Games Assoc	<a href="http://www.australianmga.com">www.australianmga.com</a>
Australian Racing Board	<a href="http://www.australian-racing.net.au">www.australian-racing.net.au</a>
National Rodeo Council of Australia	<a href="http://www.nationalrodeocouncil.com.au">www.nationalrodeocouncil.com.au</a>
The National Arabian Racehorse Association .Ltd	<a href="http://www.naraaustralia.com">www.naraaustralia.com</a>
Equestrian Federation of Australia Inc	<a href="http://www.efanational.com">www.efanational.com</a>
Pony Club Association of Australia Inc	<a href="http://www.ponyclubaustralia.com.au">www.ponyclubaustralia.com.au</a>
Association of Horsemanship, Safety & Education	<a href="http://www.ahse.info">www.ahse.info</a>
Australian Horse Alliance	<a href="http://www.australianhorsealliance.asn.au">www.australianhorsealliance.asn.au</a>
Australian Horse Industry Council	<a href="http://www.horsecouncil.org.au">www.horsecouncil.org.au</a>
Australian Equine Alliance	<a href="http://www.equinealliance.com.au">www.equinealliance.com.au</a>
Australian Horse Riding Centers Association	<a href="http://www.horseriding.org.au">www.horseriding.org.au</a>
Riding for the Disabled Assoc of Australia Inc	<a href="http://www.rda.org.au">www.rda.org.au</a>
Australian Polo Council Inc	<a href="http://www.australianpolo.com.au">www.australianpolo.com.au</a>
Polocrosse Association of Australia Inc	<a href="http://www.polocrosse.org.au">www.polocrosse.org.au</a>
Racing Information Services Australia Pty Ltd	<a href="http://www.risa.com.au">www.risa.com.au</a>
Registrar of Racehorses	<a href="http://www.risa.com.au">www.risa.com.au</a>