

Ontario Equestrian Federation Quarterly Report

The Ontario Equestrian Federation (OEF) continuously works on behalf of its members to develop new programs, create new benefits and improve equestrian activity in Ontario throughout the year. To ensure its members are aware of the work being done, every issue of *WHOA!* includes a quarterly activity report that highlights current projects and those that have been completed. Articles within this issue of *WHOA!* will provide more details on these various projects.

ASSOCIATIONS

- The Associations' Council meeting was held Nov. 18 at the OEF office and cheques for eligible associations were distributed.
- The next scheduled meeting will be Jan. 20, 2014

FIRST SAFE STRIDES

- Participated in 44 events across the province. Furthest points were Forest, ON. (West), Maxville, ON. (East), and Emo, ON. (Northwest).
- Over 300 participant packages were distributed at events attended. Participant packages were given out to those who entered the shows we attended. Included OEF membership forms, BFL Insurance flyer, kids' activity books, stick-on tattoos, RideON applications, *A Guide for New Riders*, *WHOA!*, copies of *Horse Sport* and *Horse Canada*, *Ontario Horse Source Guides*, license plate covers, ZEV cough syrup and Citron night spray.
- Had a direct impact on over 4,000 children and adults at horse shows and education days the FSS program attended in 2013.
- To be attending the 2014 Ontario Association of Agricultural Societies (OAAS) annual convention at the Royal York Hotel on Friday, Feb. 21, 2014.

COACHING

- Travelled to Ottawa to meet with the new coaching manager at Equine Canada, as well as meet the program coordinators at Kemptville College.
- The OEF hosted/attended the following events:
 - Oct. 6 – Western Instructor and New Competition Coach Training Clinic, Melody Acres, Owen Sound
 - Oct. 14 – English Competition Coach Mentoring Clinic, Pickering Horse Centre, Claremont
 - Oct. 27 – English Instructor of Beginner Mentoring Clinic, Oakhurst Farm, Ashton
 - EC Dressage Symposium took place on Nov. 17 in King City
 - Nov. 18 – NCCP/EC Training Clinic Competition Coach Specialist Dressage Analyzing Performance, OEF boardroom

- Nov. 23-24 – NCCP/EC Equestrian Theory Workshop, OEF boardroom
- Nov. 24 – English Instructor of Beginner Evaluation, Oakhurst Farm, Ashton
- Nov. 25 – English Competition Coach Evaluation, Pickering Horse Centre, Claremont
- Dec. 1 – English Instructor of Beginner Mentoring Clinic, Foxcroft Equestrian Centre, Millgrove
- Dec. 1 – English Competition Coach Mentoring Clinic, Graystone Equestrian Centre, Almonte
- Attended the Erin, Burford and Forest Fall Fairs with an information table
- 70 English rider certificates were issued from Sept. 17 – December
- 15 Western rider certificates were issued from Sept. 17 – December
- 3 new Certified English Competition Coaches
- 3 English Instructor of Beginner
- 1 English Instructor of Beginner with Jump

MEMBER BENEFITS

- Member Appreciation Day – Members received a variety of discounts and incentives at the Royal Agricultural Winter Fair – Nov. 5
- TSC Stores – Members received 15% off fencing items – Oct. 26 – Nov. 16
- EquineLUX provided members up to 30% off all products during the month of December 2013
- The OEF is partnering with the state of Kentucky and all OEF members will receive free access to the Kentucky Horse Park until April 2014. In addition, members will receive a \$40 resort credit at the Marriott Griffin Gate Resort (located a few miles from the Horse Park) for each night stayed. This credit can be used at: the Spa at Griffin Gate, Griffin Gate Golf Club, JW's Steakhouse, Starbucks and the hotel gift shop.

HORSE FACILITIES COUNCIL

- 116 Horse facility memberships for 2013 and an additional two so far for 2014.
- The trip to Northern Ontario in September allowed

us to visit seven barns and three tack shops to drop off copies of *A Guide for New Riders* and talk about our Industry program.

- We also visited two barns in Markdale since September.
- Approximately 10 barns in the GTA have requested site meetings to discuss the Horse Facilities Advisory Council (HFAC) program or show us their facility and ask what we can do for them.
- Continuing to build member benefits, including working on a partnership with the Ontario Federation of Agriculture (OFA) for ongoing benefits for HFAC members.
- A LinkedIn social media group has been established enabling all HFAC members to network with each other to problem solve, share ideas and discuss issues of common concern or interest.
- HFAC members who require their boarders or students to have OEF memberships can be sent in as a group and will be processed on a priority basis, in much the same way as we currently do with Pony Club membership applications.
- We are also working to support riding schools and camps by offering downloadable information like progress reports, drawings and other educational material and, new for 2014, OEF T-shirts with a link to software that will allow the members to create a template and iron on their barn logo or camp name, riding school or staff.
- A direct mail card is being developed to send to barns, advertising the program. It will be sent in early 2014 to all previous members who have not renewed, as well as new barns identified through research.
- The annual HFAC meeting took place Dec. 11 to review the Terms of Reference, discuss this year's program and to propose initiatives for 2014.

RECREATION

- The second round of recreation funding closed Dec. 23. Successful applicants will be notified mid-January if their applications were successful.
- There will be a meeting of the Recreation Council on Jan. 29

COMPETITIONS

- Provincial level officials clinics are being planned for winter/spring 2014 in the London, Ottawa and GTA regions. If there is enough interest, clinics

may also be offered in Northern Ontario in 2014. Keep checking the OEF calendar of events for more details as dates/locations are confirmed.

CLEAN SPORT

- Drug technicians attended 120 shows in 2013, and 646 horses were selected for random drug testing.

GRANTS/FUNDING

- The Quest for Gold application deadline was Dec 6. Look for the list of nominated athletes in Jumper, Dressage, Eventing and Paraequestrian to be posted on the OEF website in January.
- The OEF submitted an application to the Canadian Sport Institute Ontario (CSIO) for consideration to participate in the High Performance Management Program Phase III. This program was launched in partnership and support from the Ministry of Tourism, Culture and Sport in 2011 and, to date, has assisted 33 sports with their high performance management programs. The results have demonstrated the capability of the program to significantly impact the high performance system in Ontario. We are pleased to announce that equestrian was successful in its application for Phase III – one of six new sports selected for this phase. The primary objective of the program is to provide provincial sport organizations with expertise to develop customized, evidence-based High Performance plans that are aligned with their respective national sport organization.
- Youth Bursary applications were due Dec. 6.

EVENTS

OEF Representatives attended the following events :

- Stouffville Equine Nights: Oct. 4, 2013 – Waylon Roberts
- Stouffville Equine Nights: Oct. 10, 2013 – Jessica Phoenix
- Stouffville Equine Nights: Oct. 17, 2013 – Belinda Trussell
- Stouffville Equine Nights: Oct. 30, 2013 – Dr. Bruce Watt
- Royal Agricultural Winter Fair: Nov. 1-10, 2013
- Grey Bruce Farmers Week: Horse Day – Jan. 7, 2014