

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

- There was a meeting of the Associations' Council on Jan. 20 at the OEF. Details on the grant application process for associations for 2014 were circulated to the association president and OEF representative in February.
- Applications are due April 30. The next scheduled meeting of the Associations' Council is Monday, April 28 at the OEF office.

FIRST SAFE STRIDES

- Initiated more partnership opportunities and ideas with member breed and discipline provincial associations, as well as regional and local equestrians clubs.
- A draft *Guide for New Equine Exhibitors* was released on Feb. 21, 2014 at the Ontario Associations of Agricultural Societies annual convention.
- Developing an advisory committee to steer the development of programs within the First Safe Strides program.
- Initiated the development of an education program through OEF member volunteer support.

COACHING AND EDUCATION

- 39 English Rider Level certificates were processed
- 19 Western Rider Levels certificates were processed
- 3 English Instructors of Beginner certified

Coaching Events Held:

- Jan. 26 – Learn to Ride Program – Evaluator Training Pilot at Foxcroft Equestrian Centre, Millgrove, ON.

Upcoming Coaching Events:

- March 1-2 – NCCP/EC Equestrian Theory Workshop, Ontario Equestrian Federation Boardroom, Richmond Hill, ON.
- March 23 – NCCP/EC Competition Coach Training Modules, Sport Alliance Ontario, Toronto, ON.
- March 24 – English Instructor of Beginner Evaluation, York Equestrian Riding School, Stouffville, ON.
- March 30 – NCCP/EC Analyzing Performance for English Competition Coaches, Dreamcrest, Port Perry, ON.
- April 6 – Western Instructor of Beginner Mentoring Clinic, Heavenly Acres, Lyn, ON.
- April 6 – NCCP/EC Dressage Analyze Performance Training Clinic, Equine Canada Boardroom, Ottawa, ON.
- April 13 – Western General Performance Events – NCCP/EC Analyze Performance Training Workshop for Western Competition Coach, Carter Training Centre, St. George, ON.

MEMBER BENEFITS

- The "OFA/OEF Member Days at TSC" spring event will run from March 31 to April 13. The shopping event will include a variety of items that are specially priced for OFA and OEF members. An electronic catalogue will be emailed to all members and will be available on the OEF website.
- **NEW!** OEF Members now have access to a variety of

unique experiences offered by a special program called JustRewards. Members can attend sporting events like the Kentucky Derby, book group vacations around the world and enjoy spa and restaurant packages.

- **NEW!** Can-Am All Breeds Equine Expo is offering members special ticket pricing on Friday March 28. Members will receive a special ticket deal of \$30 + tax, which includes general admission, entry to the OEF member appreciation party and a ticket to Evening Extravaganza featuring Guy McLean that evening
- Members save 25% off general admission to the All About Pets Show featuring Ontario's Mane Event, April 18-20.

EQUESTRIAN SOCIAL MEDIA AWARDS

- The OEF website was named as a finalist in the Equestrian Digital Awards in the category of "best website with 20,000 unique visitors per month and under."
- Only 10 websites were named and only two were from North America. The OEF was the only Canadian finalist.

OEF INDUSTRY COUNCIL LUNCH & LEARN

- Members of the OEF Industry Council and Horse Facilities Council attended a Lunch & Learn session on Jan. 31 at the OEF office. Industry member Lindsay Day lead the group through an informative presentation entitled, "*Social Media Strategy: Developing A Communications Plan For Your Equine Business.*"

RECREATION

- There was a meeting of the Recreation Council on Jan. 29 at the OEF office.
- Recreation Council chair Jack de Wit provided an update on trail development in Ontario. He has been busy the past few months attending several meetings across the province as part of a review of the Trails Strategy in Ontario. This initiative began in 2005, and the government wanted a review conducted to determine whether it is still relevant and what changes may need to happen. It has been suggested that the Ontario government would like to have the strategy managed by the volunteer sector, with the government responsible for tourism, legislation and legal requirements.
- The Trans Canada Trail has been awarded \$25 million from the federal government for the trail to be completed by 2017. Locals trails can apply for Trans Canada Trail status – the federal government will provide \$1 for every \$2 contributed by local trail groups.

HORSE FACILITIES COUNCIL

- All 2014 Horse Facilities Advisory Council (HFAC) memberships received to date have been processed and

the database and website are up to date. We have used this opportunity to review all of the information in the web directory to add logos and Facebook links for barns that have them.

- Receiving calls from facility owners who were prompted to request memberships when they saw the directory listings in the winter issue of *WHOA!*
- Working on a strategy to encourage high profile facility owners to join the HFAC program as a means of encouraging greater participation.
- To date, 68 HFAC members have renewed for 2014, including members who have renewed after having lapsed a year of membership.
- Currently reviewing the terms of reference of the HFAC, at the initiation of committee chair Grant Field, with a view to updating them and aligning them more closely with the other OEF advisory councils.

COMPETITIONS

- EC Breeds Judging Clinic scheduled for March 21-22 with Karen Homer-Brown from Georgetown, KY. Clinic to be held at the OEF office in Richmond Hill, ON.
- EC General Performance Judging Clinic scheduled for March 29-30 with Lindsay Grice. Clinic to be held at Orangeville Fairgrounds during Can-Am All Breeds Equine Expo.
- OEF Provincial Level H/J Judging Clinics have been scheduled in two locations: April 13-14 in Ottawa, ON. & April 28-29 in Richmond Hill, ON.
- OEF Provincial Level H/J Course Design Clinics are soon to be confirmed for the Ottawa and GTA area. Check the OEF website for updates.
- OEF Provincial Level Clinics to be scheduled for Northern and Western Ontario in the fall.

CLEAN SPORT

- Allan Ehrlick, a member of the National Equine Medication Control Committee, and Catherine Barker, OEF administrator, attended the National Equine Medication Control Committee meeting held in Toronto on Jan. 3-4.
- This annual face-to-face meeting provides the opportunity to review statistics for the program from across the country, including the number of competitions tested by level and discipline, total samples drawn, the frequency of allowable medications found in samples, a review of positive cases during the year, and discussions and recommendations for the program for the coming year.
- There is a new pamphlet available titled, *My Horse Was Selected For Testing*, along with some rule changes that all coaches, trainers, horse owners and competitors should know. Please visit Equine Canada's website, www.equinecanada.ca for up-to-date information. See Equine Medication Control under Competitions.
- Revised copies of the 2014 rulebooks are also available on EC's website for download.
- OEF drug technicians will once again be present at EC

sanctioned competitions in 2014.

GRANTS/FUNDING

Quest For Gold:

- Congratulations to the seven athletes who were selected for the 2013-2014 Quest for Gold – Ontario Athlete Assistance Program. The athletes were selected using sport specific selection criteria developed by the OEF, approved by its board of directors and applied by the selection committee.
- Please see page 44 for the list of athletes. The Quest for Gold Program was established to provide additional support to athletes from Ontario and to increase the performance and number of Ontario athletes competing at the highest national and international levels, thereby contributing to the improved performance of Canada at international competitions.
- Look for information on the next funding cycle for this program on the OEF website in November 2014.
- The OEF and its athletes would like to thank the Ministry of Tourism, Culture and Sport for its ongoing financial contributions to the development of Ontario athletes.

Youth Bursary:

- The OEF would also like to congratulate the seven worthy junior members who were selected to receive bursaries as part of the OEF's Youth Bursary Program. See page 22 for a list of recipients.
- These bursaries are aimed at supporting young riders/drivers and horse persons of all disciplines who are OEF members and full-time high school students, where financial resources and/or personal hardship are a significant impediment to reaching their equestrian goals.

PSO Base Funding:

- Look for the 2015 application available online July 1, 2014 and in the summer issue of *WHOA!* The OEF will be preparing its base funding application to the Ministry of Tourism, Culture and Sport – a requirement of all provincial sport organizations – later this spring. This application includes details on programs and initiatives the OEF has done to develop athletes, coaches, and officials; budgeting and financial reporting; membership statistics; and governance, plus any additional reporting the ministry requires.

EVENTS

OEF Representatives attended the following events in winter 2014:

- Jan. 12 – Grey Bruce Farmers' Week – Horse Day
- Feb. 21 – Ontario Association of Agricultural Societies Convention
- March 8 – Ontario Pony Club Conference

OEF will be present at the following upcoming events:

- April 18-20 – All About Pets Show/Ontario's Mane Event
- March 28-30 – Can-Am All Breeds Equine Expo
- June 7 – Toronto Horse Day