



EQUESTRIAN
WESTERN AUSTRALIA

2022 EWA MEMBER SURVEY

176 Participants

Welcome...

Equestrian Western Australia (EWA) is delighted to present our 2022 EWA Member Survey overview.

This survey has been created as a way for EWA to understand what is important to our members to ensure our services and programs remain relevant to your needs in an ever-changing environment.

Please note all the responses outlined in this document has been collated from a series of individual submission.

EWA would like to acknowledge the winners of our randomly selected Member Survey draw:

- Alison Williams
- Heike Witt
- Jacinta Withoud
- Julia Conti

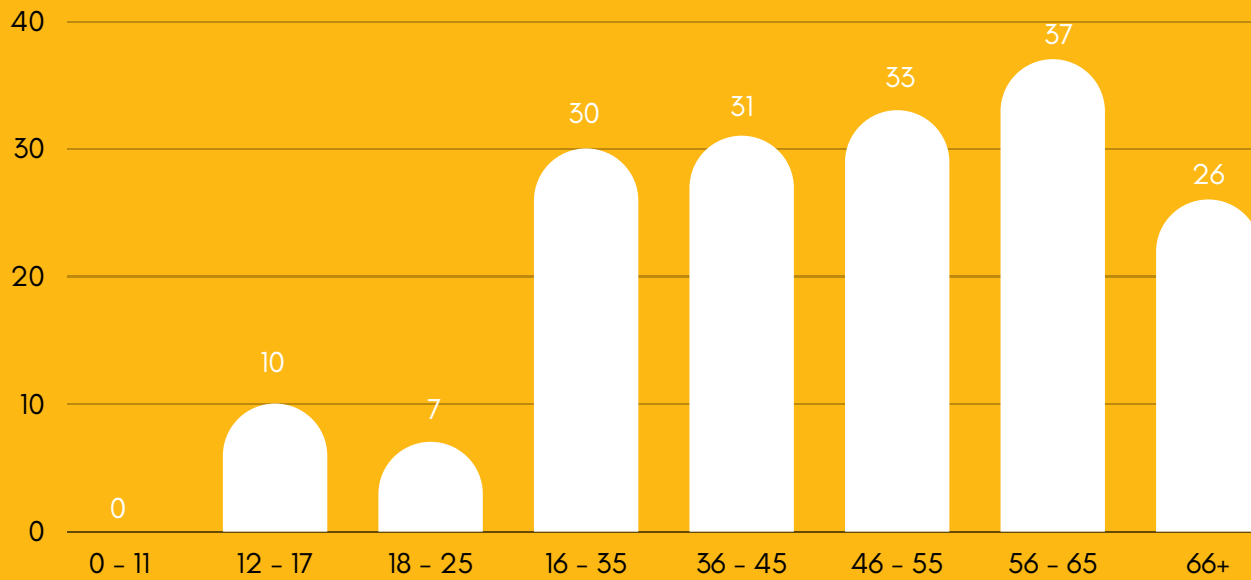
We trust you find the information presented interesting and will open your eyes to the changes we need to put forward to deliver to our target audience and enable growth to our membership base.

If you have any questions or concerns with the information provided, please contact us on (08) 9296 1200 or email reception@equestrianwa.org.au.



ABOUT YOU

How old are you?

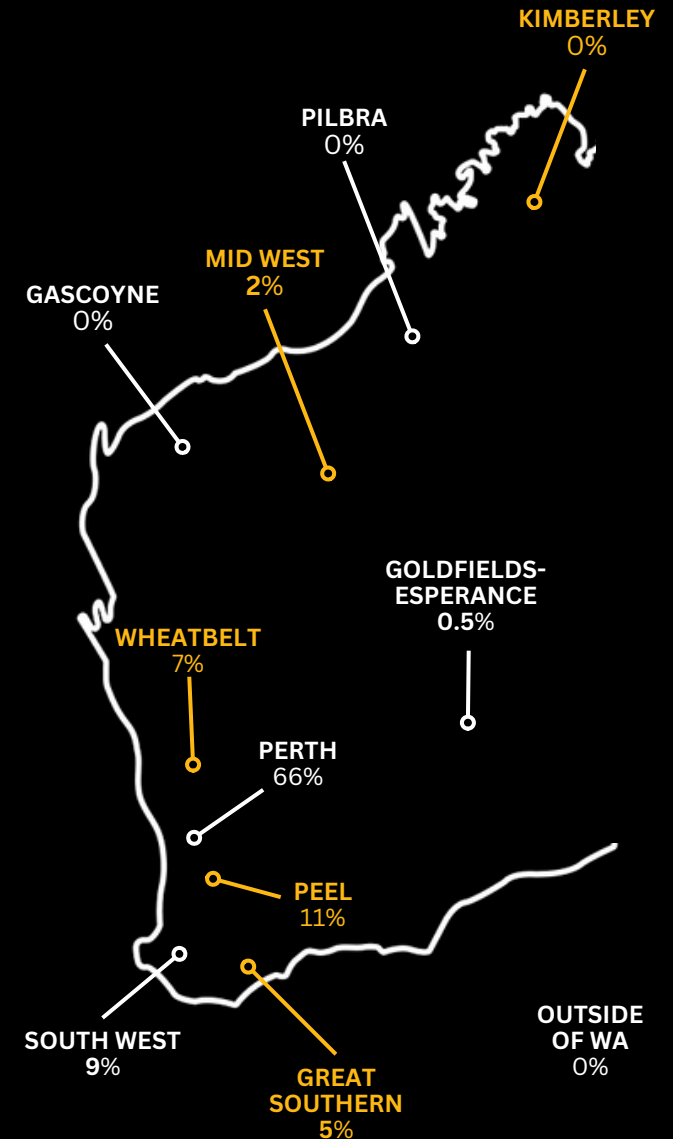


*2 participants indicated that they are a parent/guardian completing this survey on behalf of a junior member

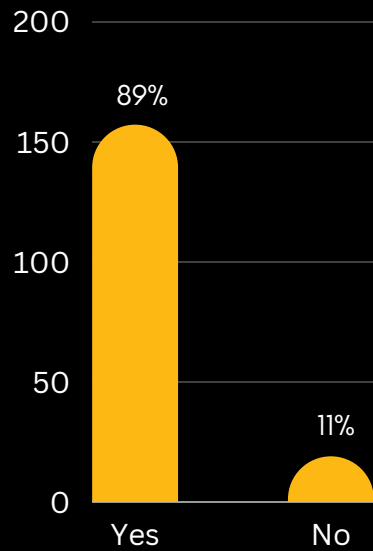
How do you identify?



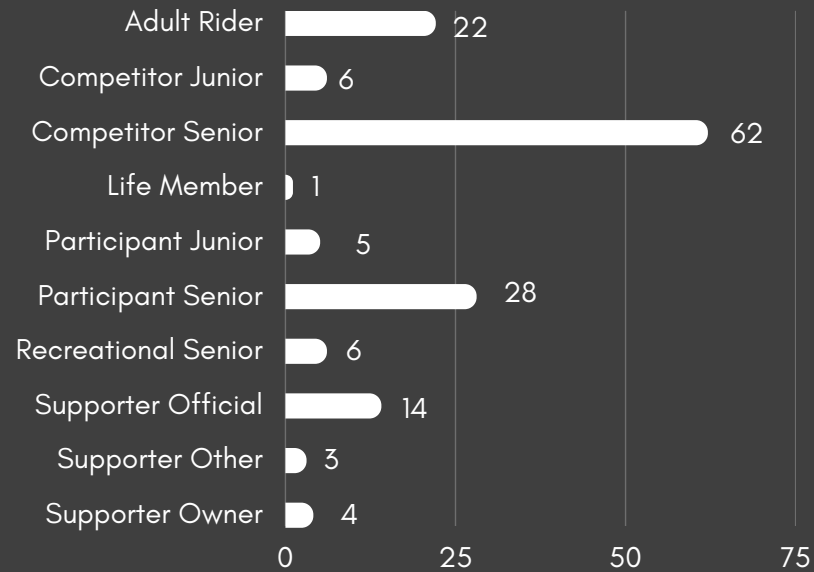
Which region in Western Australia do you live?



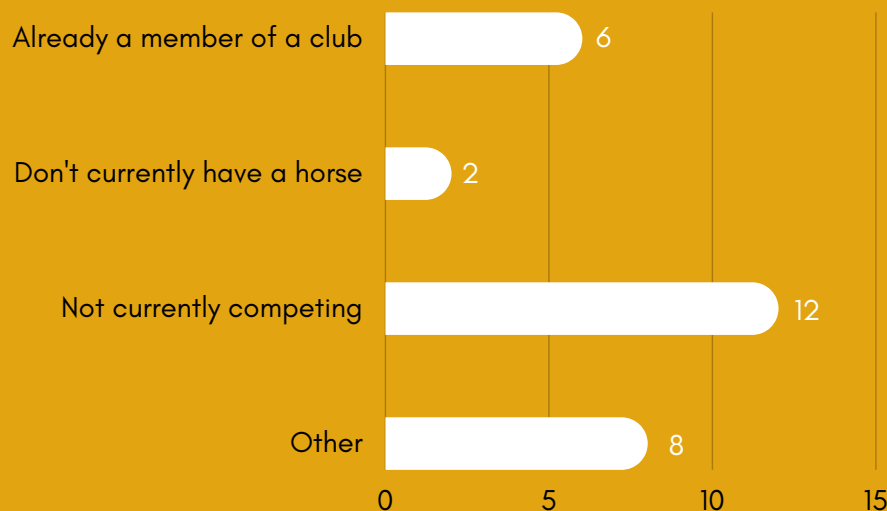
Are you are a current member?



What category of EWA membership do you fall into?



Why did you not become a member?

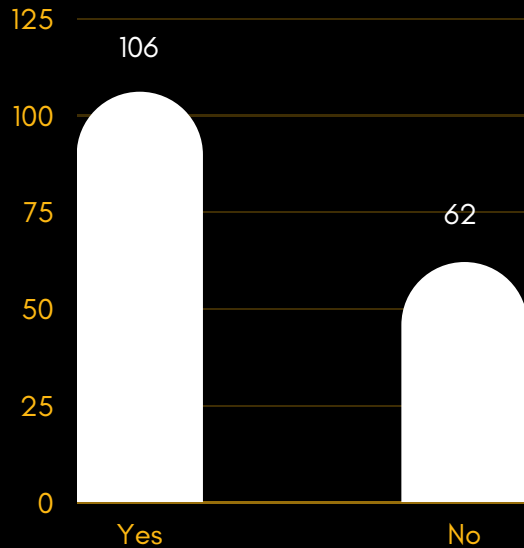


Reasons why I chose other...

- Official
- Cost of full membership, lack of competitions in the southwest
- Don't compete in a club its needed for
- Just relocated interstate
- Reining Rider
- EWA is not required for western disciplines
- Cost



Are you a member of a club?



Over 50 clubs have been highlighted from participants who are a members of individual clubs.

What sport(s) do you participate in?

- 26% Adult Riding
- 19% Breed Shows
- 1% Carriage Driving
- 55% Dressage
- 1% Endurance
- 19% Eventing
- 5% Interschool
- 28% Jumping
- 5% Pony Club
- 16% Show Horse
- 1% Vaulting

Other sports highlighted include, Polo, Unofficial Show Horse, Western, Western Dressage, Western Pleasure & Para Dressage.

How many horses do you own?

- 9% 0 Horses
- 18% 1 Horse
- 28% 2 Horses
- 14% 3 Horses
- 16% 4 - 6 Horses
- 6% 7 - 9 Horses
- 9% 10+ Horses

How many of your horses are EA Base and/or Full (ie. life) registered?

BASE FULL

32%	0 Horses	36%	0 Horses
19%	1 Horse	14%	1 Horse
10%	2 Horses	4%	2 Horses
8%	3 Horses	3%	3 Horses
4%	4 Horses	2%	4 Horses
4%	5+ Horses	1%	5+ Horses

What aspects of equestrian sport do you currently participate in?



Other aspects include being an owner, breeder, penciller, course designer or builder, driver, parent, spectator, show manager, event organiser, committee members, retrainer and volunteer.

MEMBERS



Which EWA membership benefits are the most important to you?

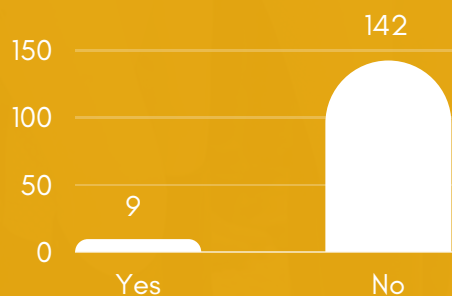
Highlighted in the results, the most important membership benefit EWA offer is the 24/7 insurance component tailored to the sport, closely followed by being able to attend and compete at competitions/shows/events.

Others explained Official and Coaching opportunities, High Performance pathway options, supporting the SEC and the use of its facilities, engagement and updates presented in the weekly newsletter, access to free education seminars.

Are there any benefits that EWA does not currently provide that you would like introduced?

Review of criteria opening up High Performance pathways for more members, access to visiting coaches, offer a one day membership, more benefits through partnerships (ie. retail discounts), better access to education seminars for regional members, increase variety of merchandise and online shop tool, increased discounts for events, cheaper access to SEC facilities for regional members/clubs, provide a coaches directory, increase support of club development, funding for rural judges, incorporate all insurances into one flat fee.

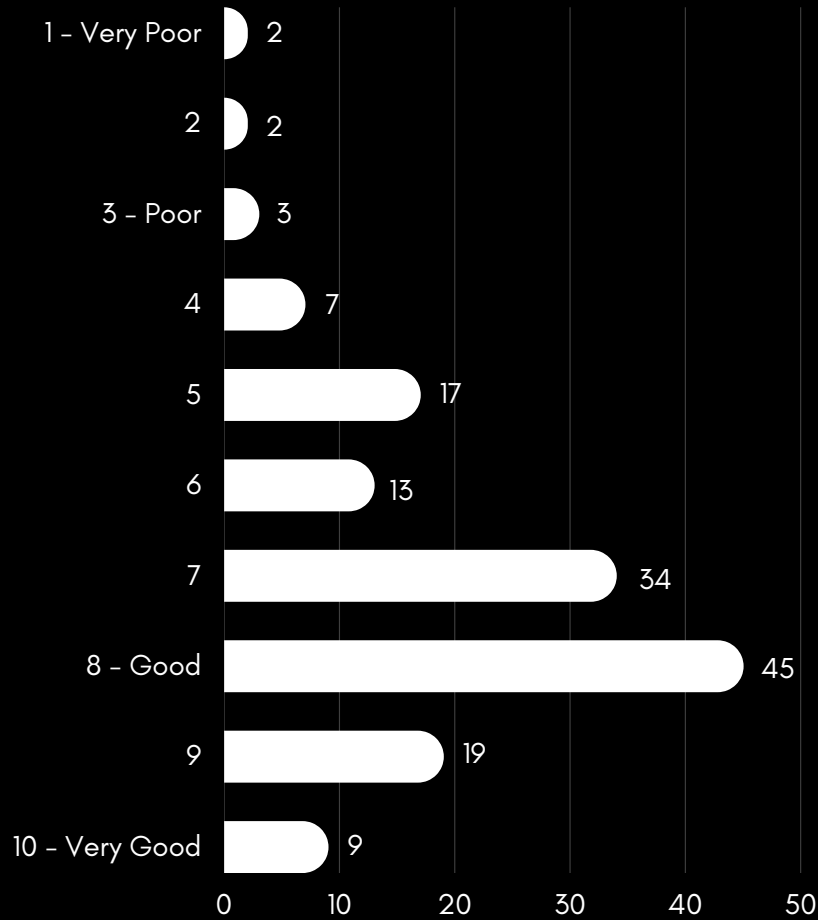
Have you previously made a claim through your membership insurance?



Percentage of participants who knew the following benefits are covered in our 24/7 insurance members receive as part of their EWA membership...

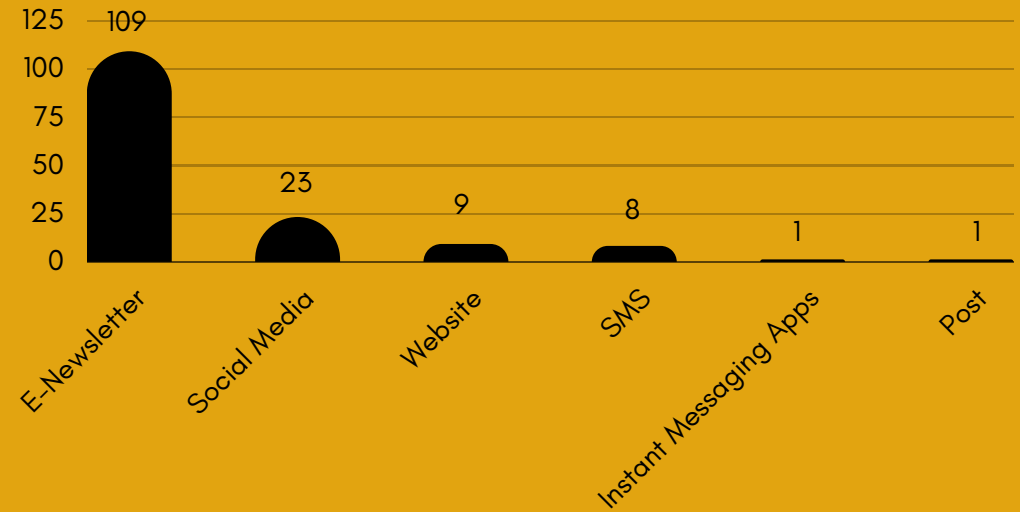
- | | | | |
|-----|--------------------------------|-----|---|
| 79% | Competition | 18% | Personal accident and public liability cover |
| 68% | Training at home | 59% | Any time you are around your horse
(i.e. grooming, tacking up, mucking out stables, leading) |
| 68% | Participating at your club | 4% | None of the above |
| 68% | Attending clinics | | |
| 61% | Both in Australia and overseas | | |

How would you rate EWA for its quality of communications to members?

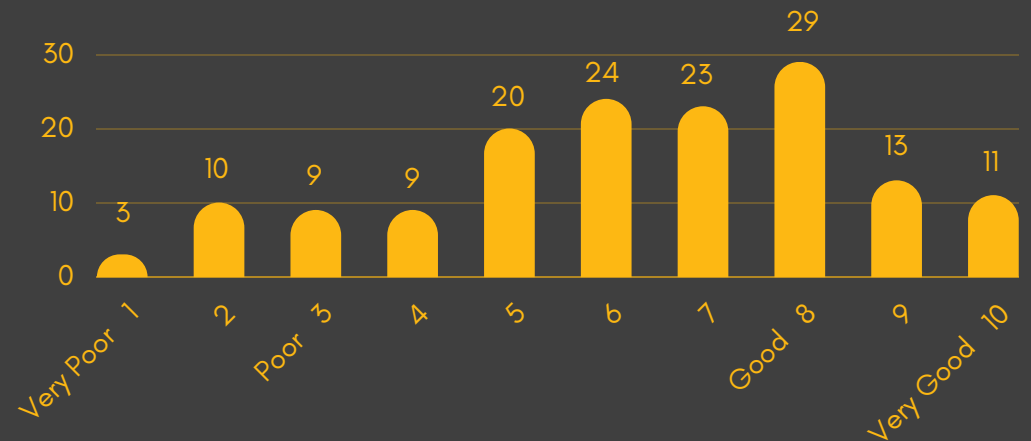


Members highlighted they would like to see specific communications including but not limited to Competition and Event reminders (ie. close of entries), Rule and Policy updates, SEC updates, strategic plans, sport specific updates, offers/discounts etc.

What are your preferred channel/s for receiving communications from EWA?



How would you rate the value of the EWA Membership?



If you contacted the EWA office during 2022 for information or assistance, how satisfied were you with the information/ assistance provided?



Participants commented that the office was always helpful, lovely and friendly. Only a few indicated correspondence was slow in response to emails and on occasion it has been difficult to get hold of the right employee/area.

Approximately how often do you contact the EWA office?

- 1% Several times a week
- 1% Once a week
- 1% Several times a month
- 5% 1 - 2 times a month
- 38% A few times a year
- 15% Once a year
- 26% Never/very infrequently

If EWA were to run more seminars and training opportunities in 2023 for members, both online and in person, what topics would you most like to see discussed?

50% EQUINE HEALTH/
EQUINE FIRST AID

35% HORSE
BEHAVIOUR

38% RIDER FITNESS

24% OFFICIATING
(ALL SPORTS)

32% HORSE WELFARE

13% MENTAL HEALTH
FIRST AID

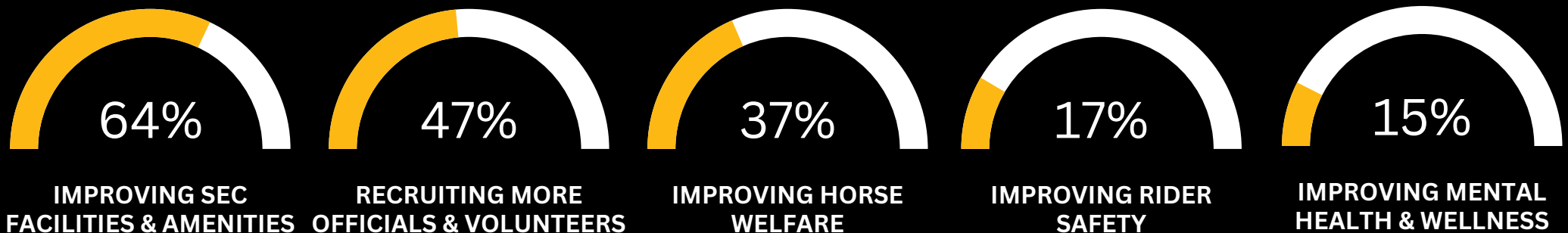
45% COACHING /JUDGING
(ALL SPORTS)

25% FIRST AID

OTHER...

- Anti-bullying and dealing with difficult people
- Club governance, running good meetings, working as a team
- Discipline specific training
- Equine and rider biomechanics, reining and other western style clinics
- Everything is centered around the SEC and is too far away for us to attend. In modern society so much more happens in teams
- Horse conditioning for different disciplines and levels, rehabilitation
- Horse training through the scales
- I definitely prefer in person seminars
- Introduction to competing explained to newcomers; different disciplines explained eg. 'Working Hunter' vs 'Hunter Trials'
- Para-Equestrian
- Rather than reinventing the wheel, why not sign up for Dr David Marlin membership, his website presenters are the best in the world and scientifically based.
- Rules for disciplines
- Seminars and training opportunities for young riders and juniors
- SES training and survival out bush
- The coaching masterclasses with the top local coaches like Nell Henry, David Dobson, Pollyann Huntington were great and well attended. Need to focus on getting people into the indoor now it has been fixed (FINALLY)
- Training of horse

What do you think are the most important factors in ensuring that horse sports continue to remain relevant in WA, and participation grows?



OTHER...

- Provide an environment that is welcoming, supportive and non judgmental ie. increase rider comradery
- Active promotion of the Sport - Local, Regional, State, National
- Reduce State Equestrian facility cost to members ie. reduce hire costs, ground fees etc.
- Provide better structure to membership - look to offer more for adult riders and offer inclusion for grass root members
- Increase inclusion for the sport of Vaulting
- Review and promote ruling around Helper Duties at events, clinics and club days - all riders are responsible for their own ie. no paid helpers
- Reduce competition fees and levies
- Reduce pressure and offer support to officials. Streamline avenues and provide easier access to become an official and management streams
- Keep Equestrian WA the 'face' of equestrian sport in WA
- Keep the sport more affordable for all involved
- Create growth avenue in all strategic pillars
- Upgrade to facility ie. surface upgrades, drainage, increase/better surface/arena's for jumping
- Support financially for State Teams ie. travel, uniform, event costs etc.
- Develop and implement a Reconciliation Action Plan
- Have regional courses and not just a Perth facility
- Offer and promote training, coaching and judging opportunities aligned with Equestrian Australia
- Offer affordable clinics/masterclasses with State, National and International Coaches
- Increase weekday events and opportunities

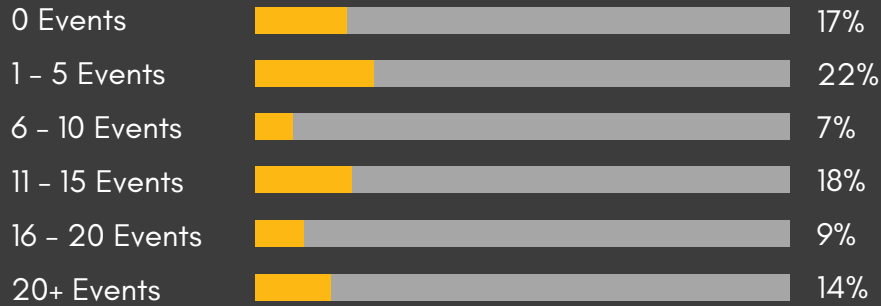


If you could change one thing about EWA to make it better for as many members as possible, what would you do?

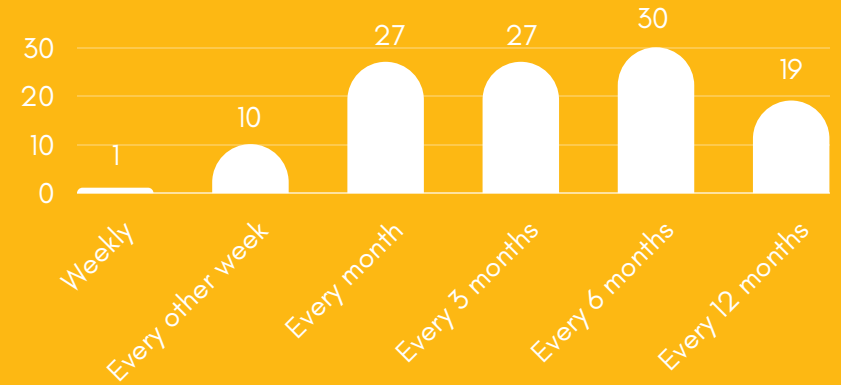
HIRE LEVEL RIDERS COMPETITION
CLUBS HORSE
SPORT CHEAPER SUPPORT
EVENTS SEC

EVENTS

How many events run by EWA affiliated committees or clubs do you attend as a rider per year?



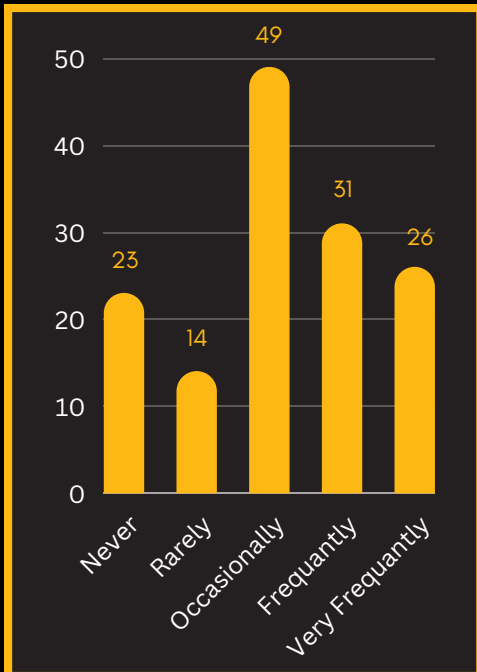
How frequently do you attend events or competitions as a spectator?



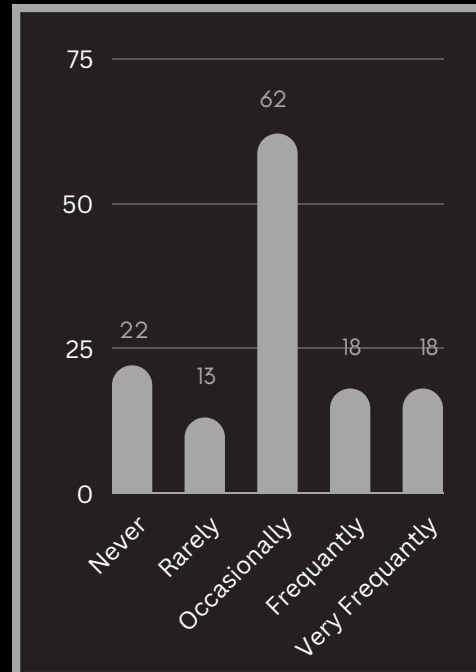
Approx. 21% of participants do not attend events as a spectator.

Do you volunteer at equestrian events?

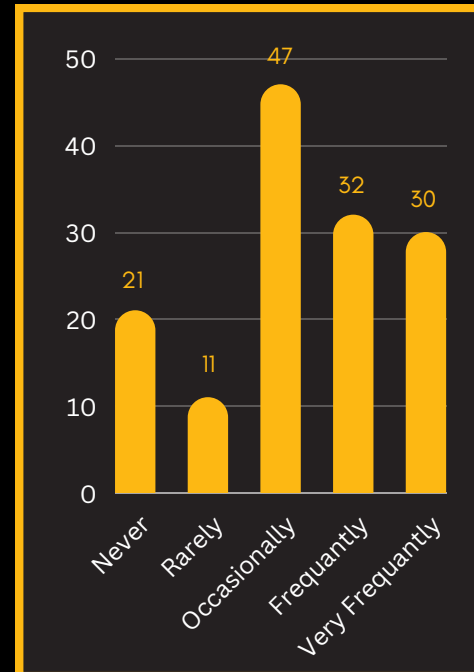
OFFICIAL EVENTS



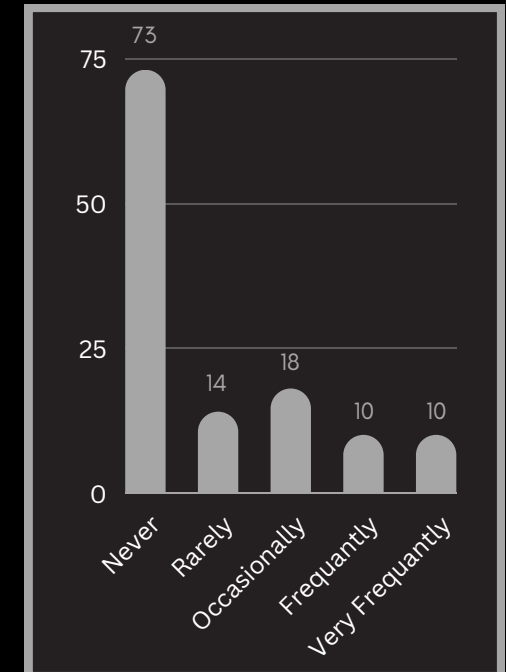
UNOFFICIAL/PARTICIPANT EVENTS



CLUB EVENTS



FEI EVENTS



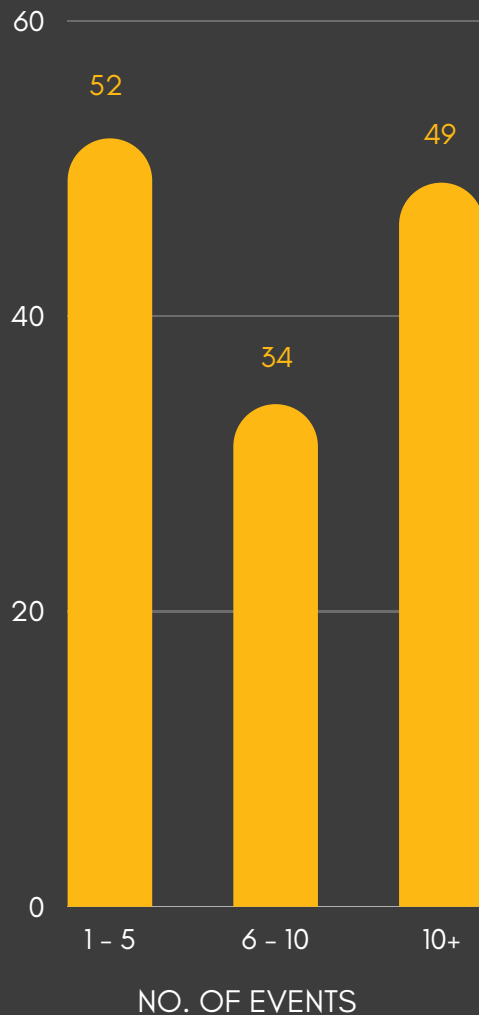
Others previously volunteered but are now retired, part of a committee, sponsor to many events, judged at events or provided photography.

STATE EQUESTRIAN CENTRE

Home of Equestrian Sport in WA

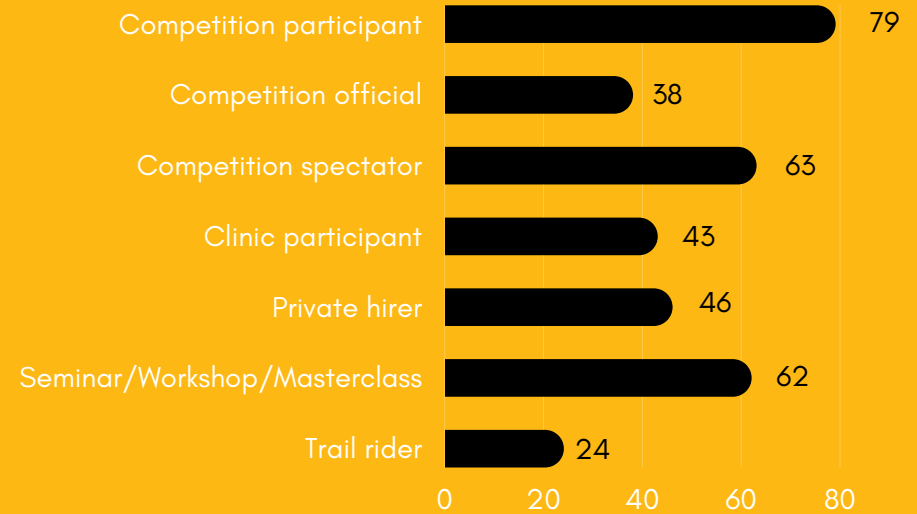


In 2022, how many times did you visit the SEC?



Approx. 7% of participants did not visit the SEC in 2022.

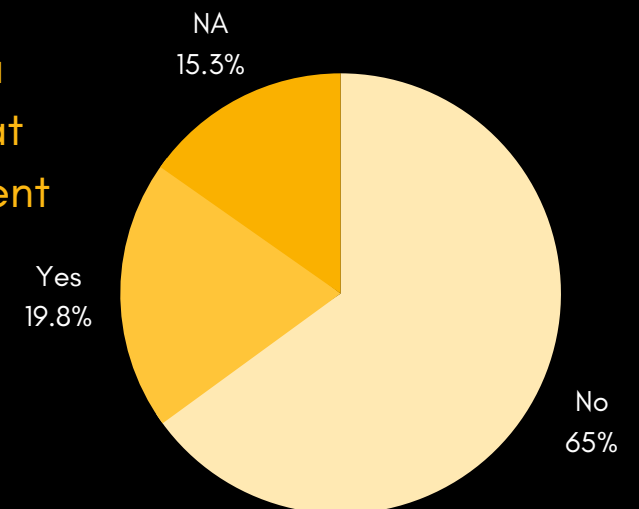
In 2022, did you visit the SEC as a...



Approx. 7% of participants did not visit the SEC in 2022.

Other reasons participants visited the SEC was to volunteer, photograph events, as a groom, for a social event, parent of Pony Club WA member or did not have a previous great experience when hiring.

In 2022, did you camp overnight at the SEC for an event or competition?



Which SEC facilities and amenities are most important to you?

Overall Arena's/XC, Stables, car park and WC facilities proved to be the most important to our members with a small portion explaining all facilities are just as important to each other.

Others express a need for cooking amenities and the need for additional powered sites when camping onsite.

Please identify two SEC facilities, amenities or services that you would like to see added/improved:

Below indicates an overview of the responses received.

IMPROVEMENT AREAS	IDEAS TO IMPROVE
Toilets/Showers	Increase number of toilets and shower blocks onsite especially near the Polo/Swan Fields
Parking	Flatten the flooring at the current car park facilities and look into increase parking area's on site.
Stables/Yards	Fix stable doors and increase sizing of stables. Add shading to yards and increase the amount on site.
Camping	Additional Powered sites and add kitchen facilities ie. sink, microwave, hot water etc.
International Arena	Address the arena flooding
CQuest Arena	Replace or improve the surface
Indoor Arena	Improve surface and upgrade sound system
XC Course	Increase flooding protection

FACILITIES/AMENITIES TO ADD
Warm Up Arena for the International Arena
Onsite Café and/or Sports Bar
Shaded Area's around the grounds
Sheltered Yards
Extra Wash Bays
New or extra Jumps on XC Course
Extra Cleaners on events for amenities
Extra Powered Sites for Campers
Increase lighting around the Stables and Presidents Lawn.
Specific and safe Horse rolling yard with clean sand

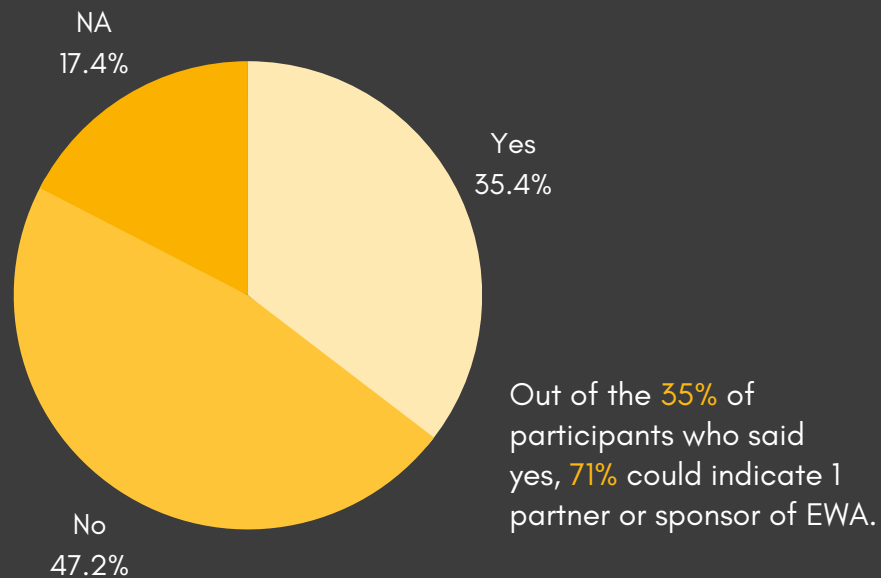


If you could change one thing about the SEC to make it better for the WA equestrian community, what would you do?

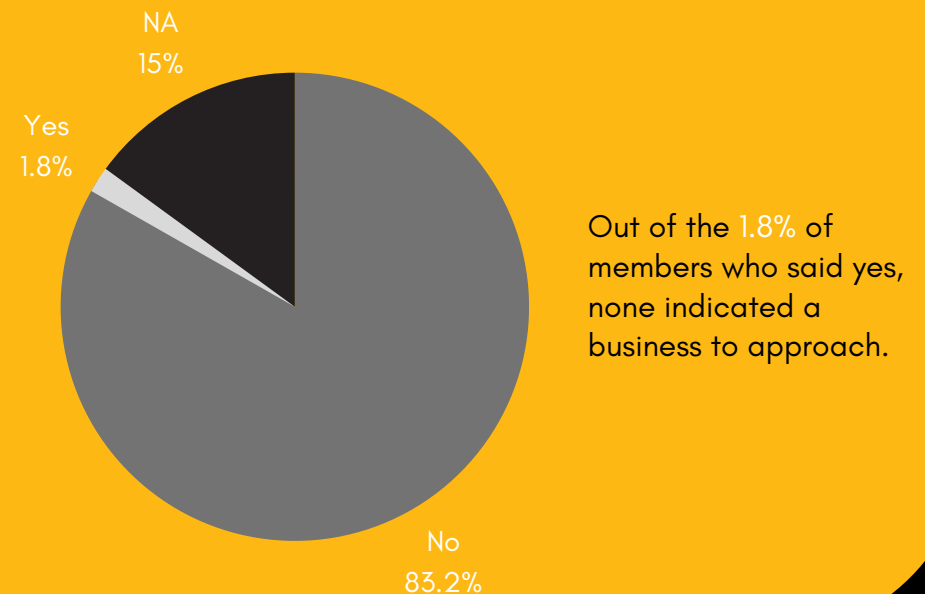
HIRE ACCESS COSTS
FACILITIES EVENTS PARKING
ARENA FLOOR AREA
SURFACES RIDE
COMMUNITY
YARDS INDOOR
IMPROVE

COMMERCIAL

Are you able to name three EWA partners or sponsors?



Would you or anyone you know be interested in partnering with EWA or the SEC?



In relation to enhancing and increasing the benefits available to you as part of your EWA membership what kinds of organisations do you think EWA should partner with?

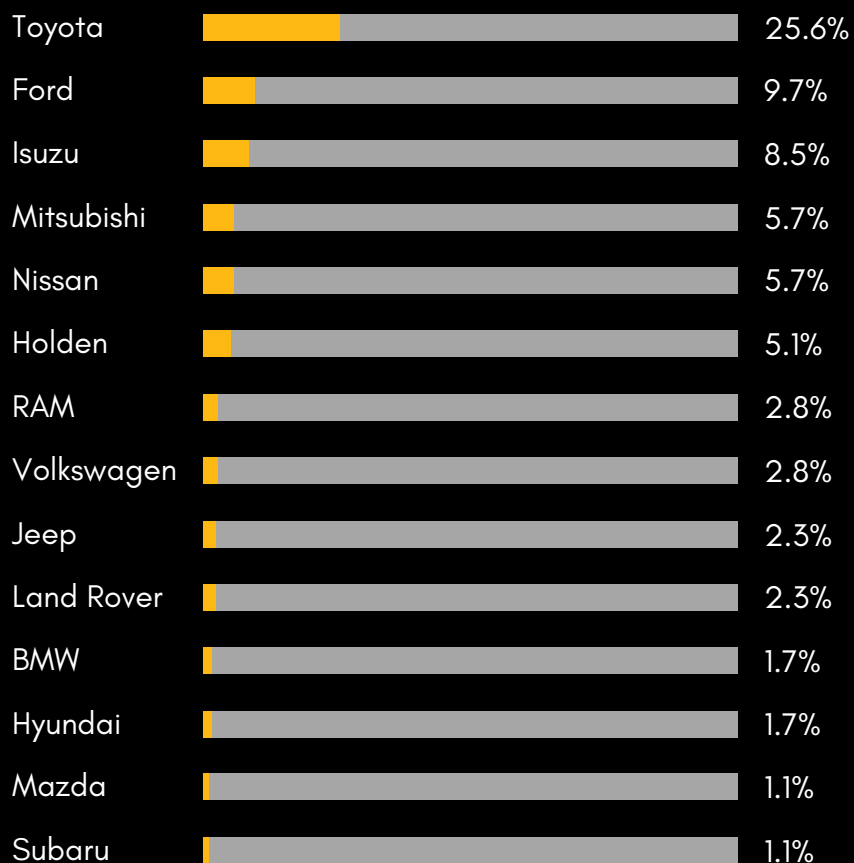
Here shows a variety of organisations members feel EWA should partner with...

- Agricultural Merchants
- Animal Welfare Companies
- ARCA - Local coaches
- Arena Surface companies
- Banks
- Camping Stores
- Car Dealerships
- Charities
- Earthmoving Companies
- Equestrian Enthusiasts
- Feed Companies
- Float Manufactures
- Hardware Brands
- Insurance Companies
- KidSport
- Landscaping/Gardening Companies
- Medical ie. Doctors, Radiology, Mental Health, Psychologist etc.
- Mental Health
- Mining Company's ie. Alcoa, BHP etc.
- Other Equestrian Organisations ie. Pony Club
- Other Sports
- Petrol Companies
- Physio/Chiropractor
- Property Agencies
- Retailers
- Rider Fitness/Gym
- Roadside assistance
- Stockfeeders
- Supermarkets
- Trades ie. plumber, electrician, painter, carpenter
- TV Companies/Coverage
- University ie. Murdoch Animal

We'd like to learn a little bit more about you...

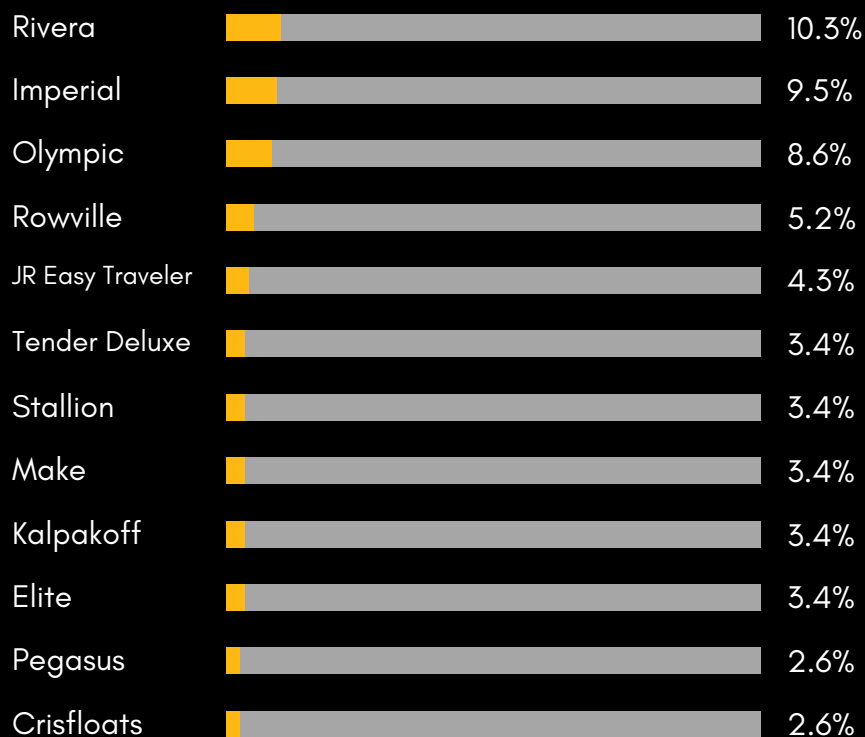
WHAT MAKE OF CAR DO YOU DRIVE?

Toyota proved to be the most popular.
Approx. 21% did not respond to this question.



WHAT MAKE OF FLOAT DO YOU OWN?

Rivera Floats proved to be the most popular.
Approx. 34% did not respond to this question.



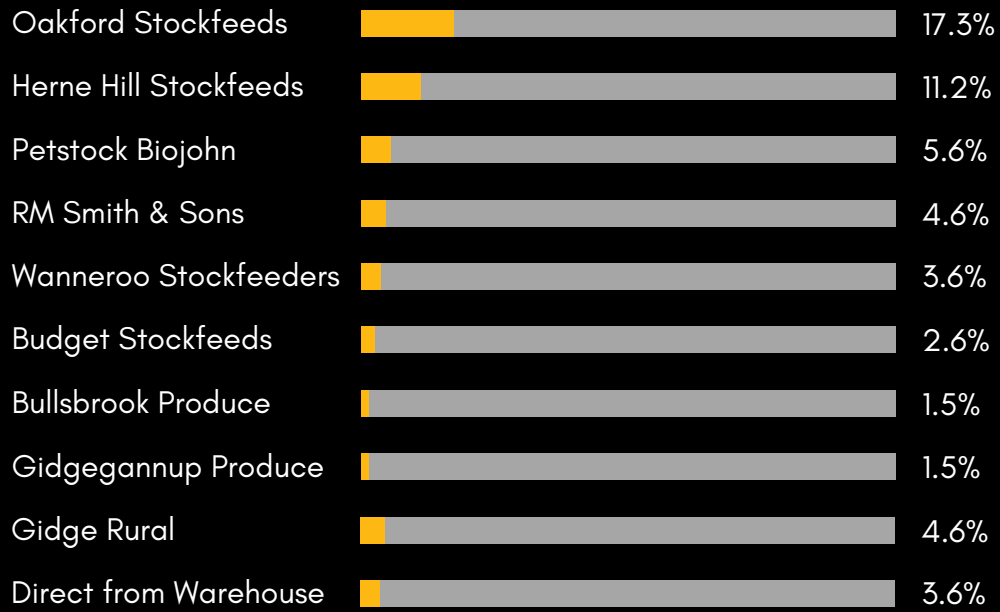
4% of members have custom built their own Floats.
Other brands included but not limited to Equitrek, Ed Lockyer,
Coachman, Bockmann Australia, Apache etc.





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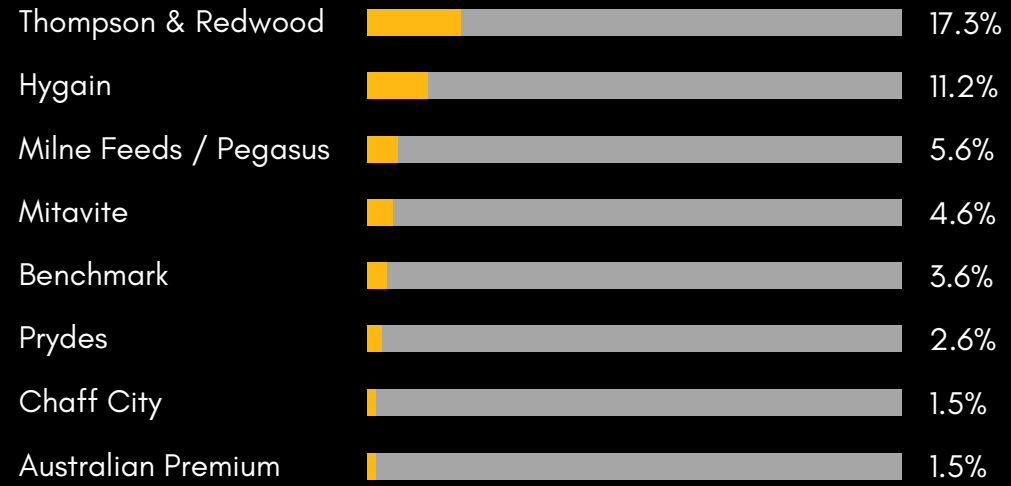
WHICH STORE LOCATION DO YOU SHOP AT?



Most members who completed this survey buy their feed from **Oakford Stockfeeds** and **Herne Hill Stockfeeders**

Others purchase from Bakers Hill, Albany Horseworld, Sawyers Valley, Gingin, Serpentine Rural or take produce straight from their own farms. These members combined equal **27%**.

WHAT IS YOUR PREFERRED FEED BRAND?



Thompson and Redwood (T&R) proved to be members favorite feeds followed by **Hygain**.

Others suggested Hay companies as well as feeds such as Kohnkes Owen, Liberty, Fibregenix etc.