

# HorsesLandWater Peri-Urban Project

## Adoption and Outreach Strategy



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Funding for the Peri-Urban project  
has been provided through  
the National Landcare Programme –  
Natural Resource Innovation Grant



The HorsesLandWater  
*Action Planner for Horse Properties*  
is supported by:



The HorsesLandWater  
Community of Practice  
website was built through  
funding provided by





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**Project Partners:**– Harness Racing Board (AHRB), Australian Pony Club Council (APCC), Melbourne Water, Environmental Protection Authority SA (Watershed Protection Office), Greening Australia Exchange Program, Tasmania South Natural Resources Management Board, Adelaide and Mt Lofty Ranges Natural Resources Management Board ... with more joining in!

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## Executive summary

Horse owners have always been, and will continue to be, the drivers behind sharing the information about horse keeping and good land management practices.

Change in practices best comes at a local level, with the commitment of like-minded horse owners being open to organising local level opportunities for sharing information, and rewarding achievement.

HorsesLandWater is not exclusive, but an invitation to engage others in horse keeping and resources management.

This strategy could have been prepared by a specialist consultancy firm, but it wasn't – it was prepared by horse owners for horse owners.

The message is strong and success is growing through the commitment of an increasing number of horse owners working within their local communities in their own ways to share the horse keeping and good land management message.

Horse keeping, and the resulting activities that emanate from this, is integral to our identity and a valued part of our Australian cultural heritage. There is no separation between the landscape and our lives, so to improve our well being and that of our horses, ways to improve the health of each Catchment can be shared with confidence.

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# 1 Introduction

This strategy has been prepared to underpin the ongoing work to promote good land management practices amongst people who keep horses. Collective good practices by all landholders will result in healthy catchments and drinking water supplies.

The strategy has been funded through the Department for Agriculture, Fisheries & Forestry, with financial support also gratefully received from Melbourne Water and the Environment Protection Authority (Watershed Protection Office) South Australia. Considerable in-kind support was received from the Adelaide & Mount Lofty Ranges Natural Resources Management Board, The Equestrian Federation of Australia, Pony Club Australia and many horse owners Australia-wide.

The project, titled 'HorsesLandWater: Peri-urban Project', involved the dissemination of findings from a research project funded by Rural Industries Research & Development Corporation at a workshop entitled 'Environmental Management Systems for Horse Keeping Properties' to horse organisation representatives from around Australia.

The priorities reflected in this strategy were collected from participants at the National Horse Keeping Forum held in Victoria, and subsequent State forums in Tasmania, Sydney, Perth and Adelaide. Input through direct telephone calls, emails and discussion groups at field days were also considered.

The feedback was then further categorised into the 'responsibility' areas of horse industry, Government and Natural Resources Management agencies. The horse industry including anyone who is part of a horse organisation that has the structure to share messages about good land management with a membership base.

This *HorsesLandWater Adoption and Outreach Strategy* is a tool for all stakeholders in horse keeping and good land management practices to use. Horse SA has developed the brand of "HorsesLandWater" as a way of identifying horse keeping information related to environmental practices, with the gain of improving overall horse health.

The responsibility areas are flexible, however it was determined that effective carriage of an issue would be more likely to be carried out if lead agency placement suggestions were made and areas prioritised.

Essentially, this strategy has been created by horse owners for horse owners, with the support of government funding.

The priorities and suggestions have been made by people who own and keep horses, with the view of engaging others to care for their horses, the land they live on and the horse community we all live in as part of our celebrated Australian cultural heritage.

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## 2 Peri-urban assumptions associated with horse keeping

The urban expansion and encroaching residential zones on small livestock and horse keeping properties has resulted in potential conflict of interest and demands between the horse industry and local residents. Unlike broad acre grazing or regional horticultural interests one can often find organic produce, horse keeping, native wildlife refuges and lifestyle homes together on large blocks with no production outcome all separated by no more than one strand of fencing wire.

The HorsesLandWater project has developed in response to this problem experienced first hand by horse property managers. Horse owners themselves have created resources to assist other horse owners and keepers to improve land management practices.

There are a number of emerging research papers being published, from an increasing number of government and research agencies, on the broad topic of peri-urban small holdings, as this has become a more accessible lifestyle choice for the working and early retirement demographic.

Relating this to horse keeping, which is common in this demographic, Horse SA has found through this, and preceding projects, that several key points are continually reinforced (the methodology used through this project to confirm assumptions included self-guided ranking of listed assumptions, surveys, findings from small group work and direct discussions. Additional references outlining similar findings have also been quoted).

The identified assumptions are:

- Environmental pressures from overgrazing are recognised by landowners, but there is little general knowledge on how to reduce the impacts.
- The ability to ride safely around the district on marked trails is frequently raised as being more and more restricted.
- Horse owners contribute significantly to local economies through the purchase of fodder, seed, fertiliser, windbreak plants and outsourcing of many tasks including sowing, fertiliser spreading, fencing and weed spraying.
- Income is derived off-property, leaving people with (perceived) lack of time to undertake any land management practices.
- Horse owners generally actively seek out knowledge using a range of methods, including the preferred field day model, but also on the Internet and through club networks<sup>1</sup>.
- The motivational “drivers” to improve land management are not based on economic indicators, but are more closely linked to horse health and quality of lifestyle, aesthetic appearance of the property and raised mainstream public awareness about environmental issues<sup>2</sup>.
- Horse owners often feel marginalised by all levels of government with assumptions that horse owners are only interested in riding, not Landcare<sup>3</sup>. This is also reflected in the Acts and Regulations that apply to specifically to horse keeping<sup>4</sup>.
- Financial constraints are evident, as cash flow tends to go on horse-related expenditure first; however there was the related issue raised of how to prioritise environmental works with what funds were available.

Horse SA has also noted, through investigation of current materials available for equestrian coaches and educators in public and private institutions, that much of the horse keeping information is based on European methods of land management and horse keeping. Horse care is frequently not linked to land care. The HorsesLandWater resources work to address this shortfall.

1 Small Property Holding Industry Training Plan. The Lucas Group 2006

2 Adoption & Outreach Strategy for Horse Owners in the Mount Lofty Ranges. Porter Novelli 2005

3 Torrens Catchment Water Management Board Social Impact Study for Breakout Creek Wetlands 2005

4 South Australian Development Act 1993 Development Regulations Definition of Horse Keeping

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Assumptions to be considered, by government or non-government bodies, in relation to planning and delivering environmentally-focused educational opportunities for horse owners include:

- Horse owners may be on small holdings, but should not be “lumped in” with any face-to-face delivery of courses to generic small land holders, nor should a “generic” small farm advisor be allocated to oversee or deliver the course. Failure to realise this fact early on leads to a high level of dissatisfaction<sup>5</sup>.
- Information often needs to be further customised to “sectors” of the horse industry e.g. from ponies prone to founder, to fully-stabled racehorses, or pleasure horses on poor pasture. This can be formally included in course notes or by references throughout delivery<sup>6</sup>.
- Horse SA has also discovered through normal operations that any meetings, if scheduled in the evening, need to allow for horse owners in the workforce to go home first to feed horses, change rugs and then go out again to a workshop. The horse comes first.
- Historically, horse owners are educated in (European) horse care methods which, with minor alterations, can have significant environmental gains. The presenter will need to have a good understanding of typical horse care routines in order to provide meaningful, achievable targets for horse owners and be respected and listened to by the target audience.
- Horse organisations are generally set up for a specific purpose e.g. to deliver the sport of show jumping, and frequently do not see that there is any responsibility to promote horse care (as distinct from horse welfare required under the rulebook) and land management<sup>7</sup>. Greater success is gained through local horse owners meeting as a local group<sup>8</sup>.

Throughout the HorsesLandWater Peri-urban Project, there were no discernable differences in comments gathered from horse owners, regardless of the State of residence, type of horses kept or horse keeping practice (e.g. high or low input).

These assumptions have been incorporated into the resources and program framework that is HorsesLandWater.

5 Adelaide & Mount Lofty Ranges Natural Resources Board The Land Management Program

6 Pam Brookman, Adelaide & Mount Lofty Ranges Natural Resources Management Board Land Management Advisor – horse program specialist

7 The Lucas Group report into Validation of the HorsesLandWater Action Planner research findings

8 [www.horseowners.info](http://www.horseowners.info) Horse Owners of the Southern Mount Lofty were the founding group for Horse SA and resulting land care work

### 3 HorsesLandWater adoption and outreach priorities

The comments and priorities reflected below were collected throughout the HorsesLandWater Peri-urban Project from participants at the workshops, emails and direct feedback.

Results were discussed and consolidated into key issue areas by the participants in the South Australian State Forum. The feedback was then further categorised into the “responsibility” areas of horse industry, Government and Natural Resources Management agencies. Further tasks were identified as extension and communication. The responsibility areas are flexible, however it was determined that effective carriage of an issue would be more likely to be carried out if lead agency placement suggestions were made.

Members of the Project Steering Group subsequently prioritised tasks, using high, medium and low rankings.

<b>Horse industry</b>		<b>Rank</b>
1	Messages will need to be further developed and provided in a customised format for sectors	M
2	Road map on how to incorporate messages into typical normal organisation operations	M
3	Messages to be shared by horse organisations to membership bases	H
4	Capacity building program for horse persons who are interested in Natural Resources Management and are willing to contribute back into horse organisations	H
5	Apply principles of “relationship marketing” – giving the key messages value by peers who have undertaken the practices themselves	L
<b>Government</b>		<b>Rank</b>
1	Clearing house for small property information	M
2	Guidelines for planners relating to small holdings	H
3	Develop and promote incentives programs	H
4	Toolkit for Council Officers	M
5	Social and cultural heritage planning layers	H
6	Publications on horse keeping and land management	H
7	Property layout samples	M
8	Free property visiting services	H
9	Data layer development	M
10	Policy guidelines	H
<b>Natural Resources Management Boards</b>		<b>Rank</b>
1	Register of technical advisors and contractors	L
2	Professional development	H
3	Grants developed for and promoted to horse keepers on small holdings	H
4	Business club linking commercial ventures which support sustainable small holdings	L
5	Natural Resources Management regional planning processes	H
6	Specialist extension officers for small holdings and horse keeping	H

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<b>HorsesLandWater extension and communication</b>		<b>Rank</b>
1	Website links to <a href="http://www.horseslandwater.com">www.horseslandwater.com</a>	H
2	Communication package to share HorsesLandWater information	H
3	Adaptation of existing horse courses and programs to include key messages	M
4	HorsesLandWater workshops and field days	H
5	HorsesLandWater additional resources	M
6	Professional development for existing technical advisors	H
7	Best practice and case study properties	H
11	Guide for new horse owners	M
12	Pasture Information to suit horse keeping on small properties	H

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## Horse Industry

The horse industry – the collection of clubs, organisations, private and public providers of horse industry services.

1	Messages will need to be further developed and provided in a customised format for sectors.	M
2	Road map on how to incorporate messages into typical normal organisation operations.	M
3	Messages to be shared by horse organisations to membership base.	H
4	Capacity building program for horse persons who are interested in Natural Resources Management and are willing to contribute back into horse organisations.	H
5	Apply principles of “relationship marketing” – giving the key messages value by being delivered by peers who have undertaken the practices themselves.	L

### ● OUTREACH

**Messages will need to be further developed and provided in a customised format for sectors.**

**Who can take this on:**

- Any horse organisation.

**Purpose:**

- To break down the number of goals in the Action Planner into key issue areas.
- To select one goal at a time to share messages about.
- To customise resources to different sectors of the horse industry.

**Context:**

The number of goals outlined in the *Action Planner* is daunting for the first-timer. It is important to promote that environmental gains can be achieved through even undertaking one key task e.g. reducing grazing pressure.

The horse industry is made up of any one who invests in, owns, rides or is just enthusiastic about horses in any way. There is no one way of appealing to all owners with a common product. It is similar to having a collection of all persons interested in sports played on grass. Marketing campaigns aimed at bowls or football do not appeal to polo or athletics. To target individual sectors within the horse industry, e.g. owners of ponies, organisations will need support to customise to reflect their membership base.

**Factors to consider in development:**

- Support organisations to provide confidence to customise message delivery.
- Time and resources required to adapt documents.
- Options to attract support sponsorship or grants to cover costs need to be known.

**How can this be achieved?**

- Ask your club members to select one *Action Planner* goal and tell their stories. Promote the stories on club noticeboards, send to HorsesLandWater and other outlets.
- Ask your local Natural Resources Management Board to take one goal from the *Action Planner* and

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customise for your local area, e.g. noxious weed/s poisonous to horses.

- Theme months or quarters of the year for one horse keeping and environment goal.

#### **Measures of achievement**

- Members respond to messages received through organisational feedback mechanisms.
- Members take up message and request or undertake further actions themselves in their local community or initiate actions via the horse organisation's state or national body.

### ● **OUTREACH**

#### **Road map on how to incorporate messages into typical normal organisation operations.**

##### **Who can take this on:**

- Any horse organisation.

##### **Purpose:**

- To guide clubs in how to share messages easily.
- To give confidence to volunteers to work through a process which is aimed potentially to "change" actions or behaviours of members.

##### **Context:**

On first glance the *HorsesLandWater Action Planner* goals appear to require a major shift in horse management regimes.

However, through sharing smaller messages and repeating them, horse owners will be more willing to consider how small changes in routine or practice can have significant environmental benefit. For example, bringing horses into yards when the paddocks are wet and boggy may already be done by some to prevent greasy heel or excessively muddy rugs.

Opportunities can be found to remind people that removal of horses from wet areas reduces 'pugging', preserves soil integrity and improves the quality of water that runs off, will encourage horse owners to consider planning to remove horses in advance or perhaps fence off wet areas each season.

##### **Factors to consider in development:**

- Support organisations to provide confidence to repeat messages.
- Sharing of messages need not be time consuming or expensive.
- Checklist of message sharing options ensures that every opportunity is maximised.

##### **How can this be achieved?**

- See example road map as used by Horse SA in Appendix 4.

##### **Measures of achievement:**

- Members respond to messages received through organisational feedback mechanisms.
- Scarce organisational resources (time and money) are used to the maximum.

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## ● OUTREACH

### **Messages to be shared by horse organisations to membership base.**

#### **Who can take this on?**

- Any horse organisation.

#### **Purpose:**

- Support is required for sharing messages with a membership base.
- Volunteers to help share the messages.
- The message is more likely to be received if it is delivered by peers.

#### **Context:**

The majority of horse organisations do not have paid staff and rely on volunteers. Paid staffs within horse organisations fortunate enough to have them, often have their days filled with their core responsibilities, with additional work often passed back to a volunteer.

#### **Factors to consider:**

- National horse organisations to support state branches and volunteer members to share the message.
- National horse organisations generally do not have horse keeping & land care as a core business function, but perhaps can consider how their activities and members may be viewed by the broader community.
- Volunteers lack confidence in taking on sharing the good land management message as they do not feel they have any technical skills or experience.
- Some volunteers may feel that they are going to be badged as “tree huggers” due to the high level of angst in some regions against horse keeping.
- Some volunteers may feel that they can’t make a difference to their region by themselves, so why start.
- Meeting agendas have an item whereby volunteer support can be discussed.

#### **How can this be achieved:**

- A new category is included in horse organisation volunteer award programs.
- A job description for a volunteer role within an organisation is developed and promoted.
- Support is provided to organisational volunteers through access to means to deliver the key messages e.g. newsletter space, website space, show program space.
- Horse organisations support small grants applied for and partnerships made with local Natural Resources Management Boards to conduct workshops, field days for members.
- The volunteer is supported to attend broader Natural Resources Management functions, training and placement on mailing lists for receipt of information.
- Add your club logo (by permission) to existing HorsesLandWater resources.
- Select a key message and show how one club member has achieved the goal (wearing club uniform, story to feature club logo and contact details) Submit to HorsesLandWater, your local Council and place on YouTube or similar websites.

#### **Measurement of achievement:**

- National horse organisations openly support state branches and members who volunteer to share messages with members
- One or more horse organisation volunteers agree to focus on sharing good land management messages
- An agenda item is included in club meetings for horse keeping and land management, perhaps using the sample ‘road map’ as a guide

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## ● **ADOPTION**

### **Capacity building program for horse persons who are interested in Natural Resources Management and are willing to contribute back into horse organisations.**

#### **Who can take this on?:**

- Horse organisations

#### **Purpose:**

- To support individuals who are interested in both horses and the environment
- To provide guidance on how to effectively engage the horse owning community
- To provide guidance on how to network effectively with local and state technical specialists and agencies who have core business in Natural Resources Management
- To better facilitate input into Natural Resources Management Planning
- To better facilitate meaningful dissemination of research findings
- To enable interested individuals who are interested to support and share information with each other

#### **Context:**

Most horse owners do care for the land that in return cares for their horses. However, it is identified that there is a shortfall in knowledge and the skills needed to manage natural resources. There is also a void in the skills needed to engage the broader horse owning community and facilitate the processes which lead to peer mentoring.

Interested persons need not have any particular skills related to natural resources management but must have an appreciation of horse keeping, an interest in the environment and be open to investigating different ways of meaningfully engagement.

#### **Factors to consider:**

- Individuals will be more effective if supported by an organisation
- Capacity building does not happen overnight
- There is no one way to build capacity in a group of people to achieve an outcome

#### **How can this be achieved?**

- Horse organisations being pro-active about sourcing training and support for volunteers who want to be active in sharing the messages with members
- Horse organisations forming working partnerships with Natural Resources Management agencies
- Volunteers can work across more than one horse organisation

#### **Measures of Achievement**

- Volunteers are trained and supported to build capacity in the membership base
- Members are able to support each other in local issues relating to implementing good land management practices

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## ● ADOPTION

**Apply principles of “relationship marketing” – giving the key messages value by peers who have undertaken the practices themselves.**

### **Who can take this on?:**

- Horse organisations supporting one or more members who have achieved any or all of the goals outlined in the HorsesLandWater Action Planner

### **Purpose:**

- To use people recognised by their peers as an “equal”
- To engage horse owners in the land management message through the leadership of someone they know and respects, and speaks “their language”
- To engage people through seeing that environmental outcomes can be achieved through applying principles in their local area, with their rainfall and their kind of horse keeping systems

### **Context:**

People are often reluctant to come forward for any number of reasons. Supported by their horse organisation, achievements by individuals can be recognised.

### **Factors to consider:**

- The attention needs to be focused on the environmental achievements more so than the individual
- The individual needs to be willing to appear in photographs or have the media use comments
- The individual needs to be willing to share information about how they have undertaken environmental improvements, overcome problems and arrived at solutions

### **How can this be achieved?**

- Horse organisations may need to consider personally approaching individuals
- Land management messages can highlighted in a short article, with additional comment perhaps by a Natural Resources Management Board representative and a member of the National horse organisation board
- A suite of photos can be taken and agreed to be used with articles, stories, adverts in the horse organisation communication mechanisms (website, newsletter etc)
- If the individual is a confident speaker, they can be invited to speak at AGMs, organisation field days, education days or for another horse organisation
- Holding an informal open day on the individual’s property
- The individual may agree to answer a set of questions put forward by members on how to achieve results on their own properties, even if it mostly means referring them on to technical specialists
- The individual needs to be supported by prominent members of the state and national horse organisation, e.g. introduced at talks, featured in reports by the President

### **Measures of Achievement**

- Other individuals are willing to also come forward to share their stories
- Members can contribute to a webpage, chat lines or other ways in which information can be shared

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## GOVERNMENT

The following tasks were determined as most likely to be achieved by a government agency, or by a horse organisation, agency or researcher with strong input by, or experience in, government. No one layer of government has been identified as being best suited to achieving a task. All of these tasks can be considered outreach (marketing and promotion of good land management practices).

1	Clearing house for small property information	H
2	Social and cultural heritage planning layers	H
3	Guidelines for planners relating to small holdings	M
4	Develop and promote incentive programs	M
5	Toolkit for Council officers	H
6	Publications on horse keeping and land management	H

### ● ADOPTION

#### Clearing house for small property information

**Who can take this on?:**

Any government or non-government agency or private individual.

**Purpose:**

- To share information on horse keeping on small properties in peri-urban areas.

**Context:**

- Horse owners in peri-urban areas, who often work off-property, have good access to the Internet either at home or work. Local libraries are generally well sited throughout peri-urban areas as another source. Increasingly, Internet is available on hand held devices.

**Factors to consider:**

- Clearinghouses, once established, can be self-contributing.
- This may be the only way that many people can access a broad range of information.
- This service will support land care officers and others who need to provide tailored advice to small property owners.

**How can this be achieved?**

- Establishment and ongoing minor maintenance can be supported by a start up grant from a Natural Resources Management agency. Website design to promote user input. Small recurrent costs in fees and maintenance will be required to be sourced.

**Measures of achievement:**

- Number of hits.

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- Number of self contributions (which can be removed by the owner of the clearinghouse if deemed unsuitable or not relevant).

**Existing resources:**

- One example of an “organic” clearing house is ‘railtrail’ conservatory.

## ● ADOPTION

### Social and cultural heritage planning layers

**Who can take this on?:**

Any level of government that determines that policy needs reviewing. Horse organisations or individual owners can lobby and work with government to drive the changes for the betterment of all who keep horses.

**Purpose:**

- To ensure that policy is equitable across the community and supports horse owners to voluntarily practice sustainable land management practices. Horse owners need to be valued members of the community and live in a supportive “administrative & compliance environment”.

**Context:**

- Small holdings of 1 to 100 hectares typically feature ...
  - promotion of horses as a “lifestyle” so come and live here, regardless of the land capability;
  - no guidance on land management for new owners;
  - no provision of horse trails, so horse owners end up becoming “house-bound” on their own properties, leading to further frustration (and trails fitted retrospectively to a community are fraught with difficulties); and
  - no flat community land allocated for the purposes of exercising horses.
- Horse keeping is part of our Australian cultural heritage

**Factors to consider:**

- Horse owners and organisations will need to participate in government and agency planning, and in some cases, drive the changes.
- Government agencies and organisations need to provide mechanisms for contribution that are recognised and valued by the local peri-urban community.
- Horse organisations are typically disassociated and fragmented, and all horse owners are not members of horse organisations.
- Public consultation adverts appearing in jargon or without direct reference to small property holders means little, and does not engage this critical key stakeholder group.
- Public consultation documents and adverts need to show pictures and have examples of domestic farm livestock including horses. The Plan needs to value production and grazing land in the same way as illustrations of echidnas and birds are often used along with text valuing tracts of native vegetation. Failure to recognise community values leads to dis-engagement.

**How can this be achieved?**

- Government and Natural Resources Management agencies need to actively seek out small property owners, including those owning horses, to engage.

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- Horse organisations can produce “report cards” of how their Natural Resources Management Regional Plan and activities address the needs of small property holdings, especially those keeping horses.
  - Recognition of social, recreation and sport as an integral part of community life embedded within our Australian landscape. That inclusion of sustainable recreation trails and community land accessed for those purposes, as an indicator of a successful Natural Resources Management Plan meeting triple bottom line reporting requirements.
  - Horse organisations and government need to find ways to celebrate horse keeping in their community (open days, highlighted properties, awards, signage).

**Measures of achievement:**

- Participation by small property owners, including those who own horses, in the Natural Resources Management, local government and related policies to horse keeping.
- Report card (internal or external) on how horse property managers have been engaged, and their needs (and those of all small holdings) have been included in plans and carried out in organisational actions & activities
- New ways to recognise the cultural heritage value of horse keeping “lifestyle on the landscape” has been captured and preserved.
- Reviews of policy.

● **ADOPTION**

**Guidelines for planners relating to small holdings**

**Who can take this on?:**

Any level of government , any agency or individual who can work closely with professional planning professional industry groups.

**Purpose:**

- To provide guidance for local Council planners to assist applicants with development applications, provide a guide for application assessment. To enable planners to contribute meaningfully on the issue of small holdings and horses in regional planning strategies.

**Context:**

- Typical sub-divisions of small holdings of 1 to 10 hectares typically have higher levels of development and landscape “alterations” than broadacre farms.
- Council-wide planning for small holdings need to relate to soil types, topography etc access to public land for exercising of horses, consideration for road side trails. This will need to involve a range of disciplines across Council departments.
- Poor guidance for those planning development on small holdings on issues relating to positioning of buildings, stables, arenas and other developments.

**Factors to consider:**

- Small holdings typically have high turnover in ownership.
- Finding ways to encourage longer tenure of holdings increases likelihood of environmental on-ground works taking place.
- Land value of peri-urban areas is increasing making the land too expensive for traditional farmers.

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### How can this be achieved?

- HorsesLandWater's *Action Planner* and *Management Guidelines* meet many Council planning regulations.
- Councils can consider requesting a Property Management Plan to be submitted with the development application, which helps both the landholder to plan for management and the Planner to interpret use of land and buildings.
- Councils can feature short stories on horse keeping and related planning aspects in their Council-wide residents newspapers.
- Local Councils can provide information for those applying for development as counter-top brochures.
- Planners can develop relationships with horse industry specialists within Natural Resources Management Boards or horse councils to assist with assessment of development applications.
- Horse councils, Natural Resources Management Boards, TAFE or other agencies can include planning regulations within their horse keeping courses.
- Planning professional development groups can arrange a state wide workshop or information sheets especially focused on horse keeping and planning regulations in partnership with horse industry / horse keeping specialists.
- Provision of horse riding trails (needed due to recent by-law and public land access restrictions) and public exercise areas for horses, that will encourage a higher level of community engagement and ownership, need to be included in Council wide planning documents.
- Public horse keeping areas on public land can be a consideration for Councils.

### Measures of achievement:

- Horse keepers are actively engaged in planning regulation review.
- Horse keepers promote good land management amongst their membership, supported by Councils (e.g. funding of brochures, partnered by horse groups).
- Councils with good planning regulations for horse keeping will be able to meet concerns expressed by other segments of the community e.g. local environmental lobby groups.
- Councils can sponsor horse keeping and land management workshops for residents, making them open to those also considering buying land for horse keeping (i.e. advertise more broadly than local area to potential new residents).

## ● ADOPTION

### Develop and promote incentive programs

#### Who can take this on?:

Any level of government , partnering with any agency or horse organisation.

#### Purpose:

- To provide incentive for small holdings, which includes those with horses, to improve land management practices.

#### Context:

- Traditional "Landcare" often marketed to farmers.
- Many funding programs aimed at agriculture or public land and do not appear to be available to landholders on small holdings.
- Incentive options will need to be broadened to recognise what is needed to reduce the impacts of horse keeping practices in their area.
- Incentives will need to be promoted.

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**Factors to consider:**

- When planning a range of incentives, an understanding of horse keeping practices (high input, medium input, low input) needs to be understood
- Issues in the region related to horse keeping identified
- Incentives based around key issues identified in each area
- Incentives to be linked to education

**How can this be achieved?**

- Involvement of horse owners in the planning of the incentive program
- Consider such things as \$ contribution towards establishment of perennial pastures linked with a property management plan
- Councils may utilise services of a technical specialist to provide a free property visiting service to mentor and provide advice on how to improve horse keeping practices (as successfully run by the Adelaide & Mount Lofty Ranges Natural Resources Management Board for many years)
- Councils may consider a rebate on Council rates for attendance at a free course and completion of a property management plan
- Councils may arrange a discount offer or other incentive to have good horse yards erected to relieve pressures on grazing (and therefore reduce erosion problems)
- State and Federal grant programs to provide incentives or grants specifically aimed at small holdings
- All levels of government & state horse councils to encourage setting up of local "horse owners" groups to attract funds, promote to members, carry out the community education component with peers

**Measures of achievement**

- Incentive programs specifically targeted to small holdings in a region
- Incentive programs to recognise values held by owners of small holdings
- Incentive programs linked to education & peer support
- Incentive programs recognise horse keeping practices and support real changes in horse keeping practices and routines which have measurable benefits in their region
- Grant programs broadened to include small holdings
- "Landcare" promoted to small holdings in addition to current markets

**● ADOPTION****Tool kit for Council or Natural Resources Management officers****Who can take this on?:**

Any level of government or Natural Resources Management Board , partnering with any agency or horse organisation

**Purpose:**

- To provide a tool kit for Council or NRM officers to more effectively engage with local horse owners

**Context:**

- Council/NRM officers often change positions
- Council/NRM officers often have no experience in owning or keeping horses, finding it difficult to "walk the walk" with horse property managers

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**Factors to consider:**

- The Council officer having to manage complaints is often in “Compliance” (by-laws) or “Environmental Services” – more closely aligned to food safety than land management and operates in job role that is by nature regulatory based
- Natural Resources Management Boards receive complaints, may have identified the need to engage horse owners but are unsure how to do this effectively
- Councils have varying levels of interaction with their local Natural Resources Management Boards and visa versa
- Councils have varying levels of interaction with state government agencies or state based horse councils which may be able to assist

**How can this be achieved?**

- Councils may need to consider using technical services outside of their staff base or to broaden an existing department to include small holdings in a positive light (e.g. position that liaises with planning, compliance, recreation & sport, environment and council services)
- Tool kit to consider the different departments within a typical council structure that horse keeping touches
- Tool kit to outline horse keeping practices, horses in the community (clubs, social networks, types of horse industry service providers)
- Tool kit to provide case study “success stories” of Council/NRM interaction and involvement with horse owners from around the Country
- Tool kit to provide examples of policies and actions a Council/NRM Board may be able to consider undertaking to engage horse owners and improve land management

**Measures of Achievement**

- Staff are supported in their work with horse owners
- Smoother change- over between staff
- A number of staff may be able to undertake a similar role within a Council or NRM region
- Greater acceptance of staff and Council/NRM strategic direction if involvement is gained by horse owners

**● OUTREACH****Publications and media on horse keeping and land management****Who can take this on?:**

- Any level of government or Natural Resources Management Board, partnering with any agency or horse organisation. It can be led by horse groups.

**Purpose:**

- To provide a range of publications and media specifically aimed at horse keeping and Natural Resources Management on small properties

**Context:**

- Horse owners actively seek out information
- Information relating to horse keeping on small holdings, especially that which is localised, is not readily available

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**Factors to consider:**

- Language of publications and media needs to be void of “jargon” and include terminology familiar to horse owners
- Publications need to be both print and available online and their availability promoted
- Publications should include photographs from the local area
- Text and pictures need to be presented in a positive and engaging light, not “pointing the finger” or written in a language with a negative tone
- Publications can concentrate on specific factors for a specific region e.g. horse pastures for the Western Melbourne region

**How can this be achieved?**

- Horse organisations who approach government agencies for funding for such publications should be given due consideration
- Government agencies considering developing publications need to engage local horse owners, to customise and to ensure greater take up of the final product

**Measures of achievement:**

- Publications are meaningful and presented in a positive light

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## NATURAL RESOURCES MANAGEMENT BOARDS

The following tasks were determined as most likely to be achieved by a Natural Resources Management Board, Landcare agency, or by a horse organisation, agency or researcher with strong input by, or experience in, government.

1	Register of technical advisors and contractors	L
2	Professional development	H
3	Grants	H
4	Business club	L
5	NRM regional planning	H
6	Specialist extension officers	H

### ● OUTREACH

#### Register of technical advisors and contractors

##### Who can take this on?:

- Any level of government or Natural Resources Management Board, any horse organisation.

##### Purpose:

- To develop a register of persons who have specific skills and knowledge relating to horse keeping and the environment, with particular focus on small holdings.

##### Context:

- Horse owners actively seek out technical advice and contractors who can relate to their issues.
- Technical advisors and contractors need to have an appreciation for environmental constraints and opportunities on individual small holdings.

##### Factors to consider:

- Database will need constant updating. This could be self-edited online.
- Quality control of technical advisors and contractors will be difficult.

##### How can this be achieved?

- Databases of contractors serving small properties could be prepared by an independent printing company as an income source.
- Clubs could list contractors and advisors that members are happy to recommend as being able to assist horse properties.

##### Measures of Achievement

- Owners of small holdings are able to access lists of technical advisors and contractors for their region.
- Databases are promoted as being available.

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## ● OUTREACH

### HorsesLandWater website links

#### Who can take this on?:

- Any level of government or Natural Resources Management Board , any horse organisation, public and private training providers, commercial.

#### Purpose:

- To link [www.horseslandwater.com](http://www.horseslandwater.com) with as many websites as possible. To list the link on publications promoting horse keeping & environment.

#### Context:

- Horse owners actively seek out information online.
- Horse owners finding the [www.horseslandwater.com](http://www.horseslandwater.com) website through seeking out general horse keeping information.

#### Factors to consider:

- Time needed to contact webmasters to arrange reciprocal links.
- Marketing policy for horse publications developed to include link to [www.horseslandwater.com](http://www.horseslandwater.com)

#### How can this be achieved?

- Horse organisations adding the policy consideration to meetings.
- Government agencies determining policy around promotion of horse keeping and the environment, arranging links.
- Horse SA promoting link to [www.horseslandwater.com](http://www.horseslandwater.com) in general communications.

#### Measures of achievement

- Number and location of links.
- [www.horseslandwater.com](http://www.horseslandwater.com) website reports.

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## EXTENSION AND COMMUNICATION

The following tasks would have the best uptake of HorsesLandWater messages if undertaken by a horse organisation. However, as supporting funding and technical information will be required in most cases, a partnership approach with a Natural Resources Management Board, Government agency or Landcare group is most likely.

1	Website links to <a href="http://www.horseslandwater.com">www.horseslandwater.com</a>	H
2	Communication package to share HorsesLandWater information	H
3	Adaptation of existing horse courses and programs to include key messages	M
4	HorsesLandWater workshops and field days	H
5	HorsesLandWater additional resources	M
6	Professional development for existing technical advisors	H
7	Best practice and case study properties	H
8	Guide for new horse owners	M
9	Pasture Information to suit horse keeping on small properties	H

### ● OUTREACH

#### Website links to [www.horseslandwater.com](http://www.horseslandwater.com)

##### Who can take this on?:

- Any level of government or Natural Resources Management Board , any horse organisation, public and private training providers, commercial.

##### Purpose:

- To link [www.horseslandwater.com](http://www.horseslandwater.com) with as many websites as possible. To list the link on publications promoting horse keeping and environment.

##### Context:

- Horse owners actively seek out information online.
- Horse owners finding the [www.horseslandwater.com](http://www.horseslandwater.com) website through seeking out general horse keeping information.

##### Factors to consider:

- Time needed to contact webmasters to arrange reciprocal links.
- Marketing policy for horse publications developed to include link to [www.horseslandwater.com](http://www.horseslandwater.com)

##### How can this be achieved?

- Horse organisations adding the policy consideration to meetings.

- 
- Government agencies determining policy around promotion of horse keeping and the environment, arranging links.
  - Horse SA promoting link to [www.horseslandwater.com](http://www.horseslandwater.com) in general communications.

#### **Measures of Achievement**

- Number and location of links.
- [www.horseslandwater.com](http://www.horseslandwater.com) website reports.

### ● **OUTREACH**

#### **Communication package to share HorsesLandWater information**

##### **Who can take this on?:**

- Any level of government or Natural Resources Management Board , any horse organisation, public and private training providers, commercial.

##### **Purpose:**

- To make it easy for horse clubs to share messages with members.

##### **Context:**

- Horse clubs are voluntary or have staff with limited time.
- Horse clubs are more likely to disseminate information if it is prepared in a simple, user friendly format.

##### **Factors to consider:**

- A range of options need to be provided in different media formats.
- Needs to be free for clubs.
- Clubs need to be easily able to add their logo or “badge” information so that members are more likely to uptake the message.

##### **How can this be achieved?**

- A range of communication tools to be designed for use in club newsletters and on noticeboards.
- Need to be available on CD and download for free online.
- Broken down into simple topics, which could also be the topic for a short lunchtime talk at clubs.
- Notes can support speakers brought into clubs, e.g. horse ailments linked to land management as a guide for veterinary presentations.

##### **Measures of achievement:**

- Communication package developed and placed on [www.horseslandwater.com](http://www.horseslandwater.com)
- Feedback from horse clubs, Natural Resources Management agencies or Local Councils who may also have used the resources.

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## ● OUTREACH

### HorsesLandWater workshops and field days

#### Who can take this on?:

- Any level of government or Natural Resources Management Board, any horse organisation, public and private training providers.

#### Purpose:

- To investigate options for including horse keeping and environment into existing horse care courses.

#### Context:

- Horse owners enjoy social interaction included into learning opportunities.
- Field days enable latest information and techniques to be disseminated.
- Field days on horse owners properties enable sharing of information and are more relevant than in the classroom.

#### Factors to consider:

- Hold field days in local areas.
- Select just one topic from the HorsesLandWater *Action Planner*.
- Invite more than one person from each property to attend, for the price of one person.
- Invite a veterinarian to speak first, then a land manager following on (using the HorsesLandWater Fact Sheet series).
- Invite speakers to attend who have practical horse management experience, which can then be supported by a Land Management Advisor.
- Keep field days to a maximum of three hours.
- Have practical exercises included in the field days, so people can take away a new skill.
- Invite people to bring along their own weeds, soil samples, water or other items which can be identified, tested or otherwise discussed. This ensures local and relevant content.
- Horse owners would be most unwilling to attend a field day on fencing off creek lines, however, a field day that shows people how to erect a fence and do the wire knots etc, which happens to be held in a location next to a riparian zone, allows key messages to be shared.
- Have a paper whereby people can express an interest in having a follow-up free property visit for personalised advice or who may want further telephone or other support.

#### How can this be achieved?

- Natural Resources Management Boards or Local Councils can conduct or fund local horse groups to conduct workshops or field days.
- Use existing networks of local clubs and horse agistment centres to promote.
- Workshops must not be “judgemental” of horse owners, but offer real solutions to land management issues in a supportive learning environment.
- Keep the format simple and informal.
- Write up and promote what was achieved afterwards, so the word gets around that it is a positive experience.
- Big numbers of people don’t need to attend, 8-12 properties ensures good communication, discussion and sharing of individual property owners issues. Too many people on a field day walk do not effectively engage people either. If large bookings are received, then several field day assistants may be required to break up into smaller groups.
- Have a wet weather or very hot weather alternative plan.

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- Ensure that signage boards to the field day are placed on all roads leading to the property at key intersections or other decision making points.
  - Conduct of four to six field days in a region will allow for new social networks to be formed, which may move into formation of a local horse owners group or peer support groups.

**Measures of achievement:**

- Workshops and field days in key horse keeping areas are conducted.

● **OUTREACH**

**HorsesLandWater additional resources**

**Who can take this on?:**

- Horse SA in partnership with any government agency, Landcare group or other horse organisation.

**Purpose:**

- To further develop resources around the HorsesLandWater *Action Planner*.

**Context:**

- There is little information available for horse owners on small holdings.
- Information is more readily received if it is broken down into smaller messages.
- A commitment to further development of resources ensures that new information can be disseminated.

**Factors to consider:**

- Feedback by horse owners on what resources need to be provided.
- Additional information requires ongoing partnerships with Natural Resources Management Boards.
- Partnerships and funding sources (public or private) are critical to ongoing resource development.

**How can this be achieved?**

- Horse organisations being pro-active.
- Government agencies, educational institutions working with horse organisations to develop horse keeping and environment related publications.
- Includes fact sheets, DVDs, podcasts and any other media.
- Includes resource development targeted at school-aged horse owners.
- Includes specialist resources for school teachers, linked to curriculum.

**Measures of Achievement**

- Evidence of ongoing resource development in response to requests and identified need areas.

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## ● OUTREACH

### Professional development for existing technical advisors

#### Who can take this on?:

- Any government, agency or horse organisation.

#### Purpose:

- To up-skill existing natural resources management technical officers in issues and solutions around horse keeping.

#### Context:

- Horse keeping is not currently included in training programs for technical advisors.
- Horse owners will soon "switch off" if information is not customised or relevant.
- Existing technical advisors may need assistance to customise their information to facilitate greater engagement with horse owners.

#### Factors to consider:

- Limited opportunities to get technical advisors into groups. Seminars and professional development opportunities need to include horse keeping.
- Horse keeping and environment (or small holding peri-urban issues) not always included in many/any tertiary environmental management courses.
- Limited number of specialists who are able to articulate messages required to get across to horse owners.

#### How can this be achieved?

- Include horse owners in training opportunities.
- Identify Natural Resources Management regions with small holdings and horses, target training to officers within these regions.
- Develop an online training tool to start technical officers on their way, with telephone support and links to useful advice and assistance.

#### Measures of Achievement

- Natural Resources Management officers and Landcare officers can seek out support for training in the area of horse keeping on small holdings.

## ● ADOPTION

### Best practice and case study properties

#### Who can take this on?:

- Any government, agency or horse organisation.

#### Purpose:

- To use one or more properties to demonstrate one or more land management techniques related to horse keeping and the environment.

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**Context:**

- Properties with horses living on them and managed by people typical of the target audience.
- Problems and solutions shared in “real life”.
- Stories shared by peers give a social context.

**Factors to consider:**

- Setting up a specialised “focus farm” may be very expensive.
- Specialised farms may appeal to one sector of the horse industry e.g. racing, but not to another sector e.g. pony owners.
- A collection of horse properties “warts and all” which take turns participating in a field day series has worked very well for HorsesLandWater pilot projects.
- Focus farms set up for other purposes need to be carefully evaluated to see if practices and techniques used will be readily accepted by horse owners.
- It may be easier to encourage people to contribute to a documented case study before using their property as a “best practice” example for a field day.

**How can this be achieved?**

- A collection of horse properties “warts and all” which take turns participating in a field day series has worked very well for HorsesLandWater pilot projects.
- Properties are selected and one or two features of land management practices are put together as a case study. Include personalised approach of people and involve their horses in the photos and text.

**Measures of Achievement**

- Horse owners can see first hand how problems were solved and environmental gains made.
- Horse owners can empathise with issues and problems of another real live horse owner and are more likely to take up key messages.

## ● OUTREACH

### Guide for new horse owners

**Who can take this on?:**

- Any government, agency or horse organisation.

**Purpose:**

- Simple resource to alert new horse owners to issues surrounding horse keeping and the environment.

**Context:**

- New horse owners may also be first-time managers of land.
- New horse owners may not have a background in horses.
- New horse owners may not yet have good horse industry networks in order to receive information about horse keeping and the environment.

**Factors to consider:**

- Language must be very simple, as new horse owners may not yet have even picked up “horse industry” common terminology.

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- Consideration will need to be given to horse behaviour and horse care routines, which new horse owners may not be familiar with.
  - Reasonable expectations need to be set, as new horse owners may utilise agistment services first before buying their own property.

#### **How can this be achieved?**

- Brochures and fact sheets placed at saddleries.
- Outlets to include local real estate agents, libraries and post offices.
- Field days and workshops aimed at new horse owners, perhaps run through a horse organisation (commercial or not-for-profit).
- Key messages to appear in places (print, online) where people buy and sell horses.

#### **Measures of Achievement**

- New horse owners raised awareness around horse keeping and the environment

## ● **OUTREACH**

### **Pasture information to suit horse keeping on small properties**

#### **Who can take this on?:**

- Any government, agency or horse organisation.

#### **Purpose:**

To provide information on pasture cover for small horse keeping properties.

#### **Context:**

- Most frequently asked question during HorsesLandWater projects.
- Limited specialist information available and case studies.

#### **Factors to consider:**

- Horse owners do not have the "language" to talk about soils and grasses.
- Bare land is often considered "normal" in some regions.

#### **How can this be achieved?**

- Find out what works in each region.
- Determine how grass management and horse management practices are linked on successful properties in each region.
- Promote the key findings.

#### **Measures of Achievement**

- Horse keeping properties are able to access information and examples to suit local conditions and horse keeping practices.

## Appendix 1      HorsesLandWater resources

A wide range of resources suitable for use by horse organisations (and those working with them to improve land management practices) is available from HorsesLandWater.

Most of the items are available on disk and in printed form. High-resolution versions ready for printing (and co-branded with the organisation's logo if desired) can be ordered from HorsesLandWater. An order form is on the HLW website ([horseslandwater.com](http://horseslandwater.com)) and on the CD.

Included are:

- HLW Action Planner for Horse Properties
- HLW Management Guidelines
- National and State Forums summary
- Adoption and outreach strategy
- Land condition monitoring on horse keeping properties
- Identified needs for research
- Peri-Urban Project newsletters – 1 • 2 • 3 • 4 • 5
- Brochure – Agistment
- Brochure – Manure management
- Brochure – How healthy is your horse property?
- Brochure – Keys to successful land management
- HLW Recognition Program
- Sign – Field day
- Sign – display
- Sign – point of sale
- HLW fridge magnet
- HLW advertisement – Key messages
- Horse health fact sheets –
  - Condition
  - Eyes
  - Mud
  - Founder
  - Sand
  - Toxicity
- Flyer – field day sample
- HLW display banner
- Poster – catchment
- Poster – watercourses
- Poster – horse 'flu
- Poster – land condition monitoring
- HLW CD advertisement
- HLW CD order form

## Appendix 2 Australian national horse organisations listing (with websites)

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.assps.homestead.com">www.assps.homestead.com</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://www.ksrcl.com.au/miniatureponys">www.ksrcl.com.au/miniatureponys</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 Pora 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://hps.aus1.net">hps.aus1.net</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://home.dyson.brisnet.org.au/~aufempen/percheron.html">http://home.dyson.brisnet.org.au/~aufempen/percheron.html</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.freewebs.com/spphasa">www.freewebs.com/spphasa</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://wghr-inc.hypermart.net">wghr-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>

## **Appendix 3 Road Map for introducing horse keeping and land management messages into an organisation**

### **Short Term**

Add to club meeting agendas.

Support a volunteer to coordinate communication of messages.

Message opportunities:

- Club noticeboard.
- Club newsletter.
- Email to members.
- Add a web page linked to HorsesLandWater.
- Gather brochures and info from a range of sources to display at club and events.
- Encourage members to tell their own stories.
- Incorporate messages into pre-rally briefings, theory sessions, club awards and certificates.
- Arrange a workshop or field day.
- Grow good pasture and weeds in pots as a form of visual communication.
- Use your grounds as a "demo site".
- Involve your members in brainstorming other cheap and easy ways to share key messages.

Post up a list to check off your club's successes in sharing the horse keeping and environment message.

### **Long Term**

Insert recognition of horse keeping and environment into Strategic Planning.

Insert recognition of horse keeping and environment into Strategic Planning.

Allocate budget, staff and/or volunteer time to look at effective ways to share key messages in your organisation /Identify specific issues.

Form partnerships with regional, state or national Natural Resources Management/ Landcare agencies.

- Engage membership base.
- Undertake activities specific and relevant to your organisation e.g. water conservation on grass fields; wash bay designs for refit at showgrounds in conjunction with reward and recognition for individual members who improve their own properties.

Report on horse keeping and the environment in the same way as other activities and in the Annual Report.

## **Appendix 4      Summary of best practices/benchmarks/guides**

(from the HorsesLandWater *Action Planner for Horse Properties*)

### **Whole of property**

- 1 A Property Management Plan for the management of natural resources is in place, actively used and reviewed (updated) annually.
- 2 The number of horses on the property and the management system used has been determined by the land capability and the needs of the horse property manager.
- 3 Approvals and permits are in place for horsekeeping and property improvements.
- 4 Horse facilities are sited and managed with consideration given to convenience and potential environmental impacts, and through open communication with neighbours.
- 5 A fire prevention program is documented and implemented throughout the year.
- 6 An emergency response plan is documented, communicated to relevant persons and reviewed annually.
- 7 Existing habitats are protected and enhanced for native plants and animals.
- 8 Veterinary products and chemicals (pesticides, fertilisers etc) are stored and transported according to labels, relevant legislation and recommended guidelines.
- 9 Veterinary products and chemicals (pesticides, fertilisers etc) are applied and disposed of according to labels, relevant legislation and recommended guidelines.
- 10 An active program to prevent weeds entering or leaving the property is in place.
- 11 Pest animals are identified and a pest specific control program is in place.
- 12 A plan exists for the suitable disposal of deceased horses.

### **Paddock management**

- 1 All grazing areas have at least 70% (for soil susceptible to water erosion) or 50% (for soil susceptible to wind erosion) ground cover throughout the year.
- 2 All grazing areas have quality pasture grasses and legumes with less than 10% weed species and no proclaimed plants.
- 3 An active pasture weed control program is in place that is regularly monitored and reviewed.
- 4 Proclaimed (declared) pest plants are identified and controlled.
- 5 Horse access is restricted from seasonal wet (waterlogged) areas, wet seeps (boggy areas) and drainage lines while the soil is wet and soft.
- 6 Horses are restricted from steep, erosion-prone slopes.
- 7 Action is regularly taken to prevent manure build up in paddocks.
- 8 No fence line tracking is evident.
- 9 Horse feeding, watering and congregating areas are managed to prevent dust, mud and erosion.
- 10 Paddock shelter and shade areas are managed to prevent dust, mud and erosion.
- 11 Watercourses are fenced to restrict horse access.
- 12 Stock crossings are selected and designed to prevent stream bed and bank erosion.

### **Intensive horsekeeping**

- 1 Intensive horse areas are managed to prevent dust, mud, manure build up and stormwater/watercourse pollution.
- 2 Horse manure and soiled bedding is stored in a manner that prevents water runoff entering or escaping from the area.
- 3 Intensive horsekeeping areas are regularly cleaned and wastes disposed of appropriately.
- 4 Feed is stored in dry, sealed containers and is not accessible to vermin.
- 5 Horse transport vehicles are cleaned out with waste collected and contained for disposal or recycling.
- 6 Waste water from wash down areas does not enter watercourses or stormwater drains.