

2018-2019 Publicity Report

Newsletters

We introduced monthly newsletters to keep members updated, and this has been well received. It gives each state an opportunity to promote events /news, and for members to keep updated on board happenings. The newsletters will continue to go out monthly.

Website

The website has been kept up to date with any policy changes, judges and more. This year saw the addition of the members login to renew memberships online.

We also added a general email sign up, for non-members to have access to news and promotions.

Social Media

Promotions via social media were ramped up this year. The facebook page currently has over 3,300 page likes. We had a good response to sharing stallions and advertisers on social media.

An Instagram account was created, and we already have over 1,050 followers.

I encourage members to send photos for sharing on either page to publicity@rpsbs.com.au or message the rpsbs facebook page.

Advertising

This year we put two full page advertisements in Horse Deals. One full page in the EA Nationals Program and Full page in the Grand Nationals Program.

The Australian Performance Horse Magazine sponsored our high point awards putting a full page in their magazine each issue (bi monthly)

RPSBS Annual Highpoint Awards

These were created to give back to the members, a membership incentive, and to assist the state shows by making state show results worth a lot more.

We had great entries, and we are very grateful for the sponsorship support received. The RPSBS Ltd via these awards have given out \$3,000 cash.

Thank you to our sponsors:

- Australian Performance Horse Magazine
- Essential Equine Nutrition
- Olympus Feeds
- Horse Deals

- Barastoc
- County Saddlery Australia
- Giddyup Girl
- Realities Cold Cast Bronze
- NRG Products

I welcome your feedback on these awards to: publicity@rpsbs.com.au.

RPSBS Voucher Awards

These were once again awarded at the EA Nationals and Grand Nationals and very well received, congratulations to the owners and breeders.

National Sponsorship

The RPSBS Ltd sponsored the open large pony class at the EA Nationals that was won by the Riding Pony Mirinda Alabaster.

RPSBS Annual

The 2019 annual is well underway and is scheduled to come out early August. I'd like to thank all their advertisers for their support in trying times with most of the country in drought.