

# 2019 – 20 RPSBS Publicity Report

This year has been a challenging one with COVID-19 disrupting many of our competitions. Despite this we have been able to come through with some innovative ideas to keep moral high during this time.

## 2019 EA Nationals

The RPSBS Ltd once again supported the EA Nationals with sponsorship and awarded medallions to registered riding ponies and current financial owners. It was wonderful to see how many Riding Ponies competed in the various classes and did so well.

## 2019-20 High Point Competition

Once again, this initiative was well supported by members and we saw new members participate in the competition. This year saw the inclusion of the Junior Rider / Handler awards to recognise our younger riders.

We also introduced the State Awards which is supported by the State Committees. State Committees contributed to the additional prize of \$200 to their highest place member in each state. This initiative did work well in the fact that most of the winners, were not necessarily winners on the overall board. This gives recognition to those especially in the smaller states with less competitions a chance to be recognised.

**The competition this year was supported by Barastoc, Supreme Horseware, Duncan Equine and Hufglocken.**

The High Point for 2020 – 2021 has been postponed due to COVID-19 and the cancellation of shows. We hope to start the High Point once competitions resume for 2020-2021. The dates will be announced once the situation becomes clear

## COVID–19 Initiatives

### Colouring Competition

Due to competitions being abruptly stopped we decided to run a Colouring competition that was graciously supported by Hygain. This competition was very well supported with 30 entries with a lot of positive feedback. We hope to run another competition next year.

### Online Foal Competition

Again, due to shows being cancelled we decided to try an online foal competition. This initially began with the idea of videoing foals so our online Judges would be able to see their movement much like a show situation.

**This competition has been generously supported by Astral Park, the RPSBS Ltd Victorian Committee and DQ Saddlery.**

However, we found that this event was not as well supported as we anticipated, due to the amount of work involved plaiting, prepping and filming the foal, so we have opened it up to allow photo submissions as well. This competition is currently in progress as this report has been written.

## **Communication**

This year saw the continuation of monthly newsletters to convey information to all members. All members should make sure they read this monthly newsletter (that is also published on the website) as it contains a lot of important information from the Office and the Board.

It's important to note as we as a society continue to move into the digital age, that this will be the way forward when it comes to communication. It's imperative you have your current and correct email address listed with the society.

## **2020 RPSBS Annual**

As I write this report, the Annual is nearly complete. We have some fantastic articles submitted by members and lots of photos from shows from the past year.

Thank you to the members and businesses that have supported the Annual and the Society during these tough times of drought and now a pandemic. This year we introduced a foal gallery as an extra incentive for breeders, which was well received.

It's important to note when it comes to photo submissions, that I check every pony against the studbook to check that its details are correct, the owner is the same as the person submitting the photo, and that the member is a current financial member. It's so important for the integrity of the studbook that you keep these details up to date.

The annual will be in members mailboxes in August.

## **2021 RPSBS Annual**

We are already looking forward to next year knowing with the lack of events, we will be short on photos. Planning is already being undertaken for some interesting articles to be featured. We welcome member submissions if you have a special story to share, please contact me at [annual@rpsbs.com.au](mailto:annual@rpsbs.com.au)

## **Social Media**

We always welcome, current members to send us in photos to our social media accounts to share. These accounts are for the members, so please share with us your fun photos and successes no matter how small or large they may be.

### **As of June 1<sup>st</sup> 2020 we have:**

3,651 followers on Facebook

1,246 followers on Instagram

**Despina Mitrakas**

**Publicity Officer**