

## President's Report – July 2012

### **2012 Dressage Day**

I am sure you can all feel the anticipation building. Yes, we are only 1 rally away from the annual Seville Pony Club Dressage Day.

There will be a roster at the pony club rooms this Sunday for the upcoming Dressage Day to be held on 25<sup>th</sup> and 26 August. Please put your name on the roster if you are available to volunteer some time on either Saturday, Sunday or both days? If you will not be attending pony club this Sunday but would like to put your name on the roster, please don't hesitate to contact Melissa Kitto on (03) 5964 4108. Thanking you in anticipation.

### **2012 Dressage Day Raffle**

We will including all the 'fun of the fair' on both days of the event including bumper raffles on each day. Our Fund Raising Group have some exciting prizes lined up but we would like to make it even more of a bonanza.

If any families have donations for prizes that they are able to contribute they would be most gratefully accepted. Please see Fiona, Kirsty, Joni or any other committee member if you are able to assist. Not only could you be a big winner on the day(s), it is also a great way to raise funds to go back into the club.

### **2012 Dressage Day Working Bee**

At this months rally the woking bee is on and we know that our club rooms and grounds are going to look as shiny as a new pin on the Dresasge Day. Thanks in advance for your help.

### **Communication Initiative**

The club is currently preparing for a new initiative to improve communication of what's going on, in and around the Seville Pony Club. Social media is playing an ever increasing role in communication across all age groups and for some (as bad as it sounds), is almost a sole source of information. For this reason we are developing a Facebook 'Group' Site. This differs from a Facebook Page or Fan site in that group pages allow you to send bulk messages directly to the

inboxes of members of our group all at once; however, they won't see any news or information updates made directly to the page unless they visit the page or are sent a message telling them to go there for information.

Groups, as opposed to Pages, provide a space to communicate specific information on a more personalised level. Groups also provide enhanced features for smaller scale interactions. Groups have access to many of the same applications that Pages have – such as photos, wall posts, and the like. However, only Groups have additional applications, which enable members to easily:

- Create shared documents for the group to access and edit
- Chat simultaneously with multiple group members via Facebook's instant messaging "chat" tool
- Schedule group events
- Have a Group email address for ease of communicating

While we build on our communication and terrific team spirit at the club we are very well aware of some of the possible negative aspects of social media so importantly, a Group site is run by one or more administrators who create and organise the Group. Once the Group is created, the administrators are responsible for controlling Group membership, adding content to our Group page, maintaining our Group and monitoring activity on our Group page. Initially, our administrator will be our District Commissioner (DC), Tracey Kerford. Please see Tracey's DC report for more information and some of the fun things the Group site will include.

The usual social media rules such as minimum age for participants will also apply.

At the risk of banging on, (but we do understand and appreciate some families are sensitive about such communication) we will be adhering to the following;

**"All communication is to be in accordance with Pony Club Australia Inc.**

**National Member Protection Policy – Clause 6.10**

### **6.10 Social Networking Websites Policy**

PCA acknowledges the emergence of new technology and communication mediums (new media), and wishes to enable such new media to be used to benefit the sport and its participants, and to applaud achievements. This can occur due to the immediate nature of communication to a wide audience using channels such as facebook, twitter, and SMS. However, participants within the sport need to be very mindful of a few key matters that could lead to inappropriate use of new media, at times unintended, and at other times

without a proper understanding that once comments are made or published, they are in public for a long time, and hard to take back (retract). Cautions PCA recommends:

- Do not include personal information of yourself or others in social media channels;
- Do not use offensive, provocative or hateful language;
- Use your best judgment – do not publish something that makes you the slightest bit uncomfortable, and never write/publish if you are feeling emotional or upset (or are intoxicated);
- Always ask for a person's permission before posting their picture on a social networking forum;
- Never comment on rumours, do not deny or affirm them or speculate about rumours; and
- Always use social network forums to add value and promote the sport in a positive way. “

This also raises another important topic;

### **PCAV Code of Conduct**

You may or may not be aware that all Victorian Pony Clubs are subject to the Pony Club Association of Victoria (PCAV) guidelines. These guidelines are being displayed in our club room and can be found at the following link;

<http://www.ponyclubvic.org.au/site/ponyclub/vic/downloads/Resources/Codes%20of%20Conduct/PCAVCodeofConduct.pdf>

Please familiarise yourselves with these guidelines as they are there to look out for all of us. They are also applied to the use of social media by all people associated with Pony Clubs and breaches are taken seriously by our association. This includes the following that addresses probably the most common concern about social media;

- ❖ “I never resort to verbal abuse, harassing behaviour, hostility or aggression”

Please feel free to discuss any aspects of this new communication initiative with Tracey or myself.

## Preservation of Arenas

When you arrive at the next rally you will notice yet another development. For some time we have witnessed the deterioration of our all-weather riding surfaces, accelerated by a very wet season. It is very important that we preserve the arenas with regular smudging. Apart from appearance, reduction of weed growth and riding pleasure, correct smudging reduces puddling and assists drainage. Water penetration of the arena's base can prove disastrous and is a very expensive exercise to correct, not to mention putting the arena out of action. Kevin Jones is experienced (he does it for a living) in the construction and maintenance of riding arenas and has kindly been donating time, fuel and vehicle to regularly smudge the arenas between rallies to help correct the deterioration. **You may be more than surprised to learn that to smudge our 3 arenas in a correct small circular manner requires 15km of travel each time!**

One of the benefits of membership is access to our grounds outside of normal rally days. The inclusive philosophy of our club also allows access by non-members. This non-member access has increased significantly with the wet weather closing 'outside' arenas to the point that we also have 'outside' instructors instructing non-members at our grounds. Again, we have an inclusive philosophy so we do not wish to deny access entirely but have decided to lock arena 1 as well as previously locked arena 2 to reduce wear and tear and maintenance. This still leaves the very large warm up area for 24/7 access for all.

Thank you to Brendan and Daniel Kennedy for their machinery and assistance with the new bollards at Arena 1.

**\*\*** The committee continues to debate the possibility of increasing access to all facilities of our grounds, specifically by our members outside of rally days. Please come and have a chat with any one of your committee members if you have any suggestions. **\*\***

## Seville Pony Club Jumpers

Lisa Tyrrell is still taking orders for the Seville Pony Club Jumpers. Please see her at the next rally.

**IMPORTANT DATES FOR YOUR CALENDAR**

Please note the rally dates coming at the end of 2012 are;

Sunday 25 November, 2012

Sunday 16 December, 2012- Xmas Rally

Looking forward to seeing you all at the next rally.

Andrew