



***EU Equus Conference in Uppsala (SWE),
30 Oct. 2009***

How to Connect New People to the Horse

presented by Dr. Hanfried Haring



Equestrian Sport in Germany (I)

Clubs:	7,660
Commercial Centres:	3,712
Club members:	753,025
female	555,127
male	197,853
Riders:	1,400,000
Competitors:	86,000



Equestrian Sport in Germany (II)

Shows:	3,692
Competitions:	68,721
Starts:	1,500,000



Equestrian Sport in Germany (II)

Horses: 1,100,000

Broodmares: 105,547

Riding horses 73,110

Ponies 27,519

Coldbloods 4,918

Contribution to the GDP: 5 – 7 billion €

3 –4 horses create one job



2009 Report on the Development of Equestrian Sport (I)

(Established by the German Sport University Cologne,
Institute for Sport Economics and Sport Management)

Basis:

2,816 Clubs (41.4 %)
1,574 Commercial Centres (36 %)



2009 Report on the Development of Equestrian Sport (II)

Membership fee - Clubs:	50 €(under 18: 30 €)
Riding lesson – Clubs:	12.50 €(under 18: 10 €)
Riding lesson – Comm. Centre:	16.30 €(under 18: 13.50 €)
Schoolmasters (Horses):	35,000 (in clubs) 30,000 (in commercial centres) about 50 % ponies
Waiting lists:	30 % - 4 months
Main problems in clubs:	Volunteers Amount of laws, rules,... * Financial situation * Demographic development * * likewise in Commercial Centres



2009 Report on the Development of Equestrian Sport (III)

→ The existence of

30 % of the clubs and
25 % of the commercial centres

is under threat!



Project: „Investment into the Future“

Investment into the future
Task: Membership development

Prerequisite: comprehensive basis and transfer of information

Increase the
number of
school
horses

Enlarge the
self-
conception
of instructors

Support
clubs/
commercial
equestrian
centres

Include/
connect
commercial
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Communicate
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Expand the
image of
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Improve Basis and Transfer of Information

- Sports Development Report (SEB) Horsesport – Results May 2009
- Evaluation of the SEB results for the different federal states – June to December 2009
- Questioning of non-organised riders – March to May 2009
- Evaluation of the pedagogic significance of Kindergarten projects (diploma thesis German Sports University Cologne) – spring 2010



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Measures to Increase the Number of School Horses

- Explain to clubs/commercial equestrian centres the importance of school horses for the development of membership
- Aim at improving the image of school horses
- Develop a pool of financing models
- Seminar series for clubs / commercial equestrian centres / instructors in cooperation with the regional associations: Financing and management of school horses



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Enlarge the Self-Conception of Instructors

- Bonus systems (e.g. premiums / point system) to gain members (for instructors, board members, etc.)
- Module „Structuring of lessons for selected target groups“ during education and vocational training (e.g. boys, men or those who return to riding after having had a break)
- Involvement of and cooperation with professional riders



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Measures to support Clubs/ Equestrian Centres

- Help to self-help
 - Future workshops „Positive membership development in clubs and commercial equestrian centres“ in regional and county equestrian associations (FN provides e. g. speakers or material)
 - Club Manager C & B: Increase popularity and attractiveness in the clubs / commercial equestrian centres
 - Stage a „day of the open stable door“: „Come to the horse“ on 4 October 2009
 - Initiate and improve a consulting system for clubs and commercial equestrian centres
 - Consequent orientation of the Personal Members on the principle „pro club“ (e. g. those who are not member of a riding club pay a much higher PM member fee)



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Measures to Include and Connect Commercial Equestrian Centres

- Support the partner equestrian centres
 - Develop a guideline for commercial equestrian centres how to found a riding club
 - Attractive models of membership for clients who ride in commercial equestrian centres
 - Presentation of successful cooperation models between clubs and commercial equestrian centres (on an internet website)
 - Enlarge the offers for commercial equestrian centres



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Communicate within the Federation

- Communication concept
 - Name a responsible full-time coordinator in each regional equestrian association
 - Regular information of FN bodies, of FN staff, of regional associations and breeding societies, of clubs and commercial equestrian centres
 - Own internet platform for the project „Investment into the future“



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Measures to Expand the Image of Horsesport

- The enlarged image of horsesport should be the result of **all** measures taken in the framework of the „Investment into the future“ project!



GERMAN EQUESTRIAN FEDERATION

The FN in 2010:

- **Our highest goal is to bring together man and horse.**
- **Customer-oriented service company.**
- **Exploitation of international markets.**
- **Increase the on-site responsibility if decentralisation looks promising; rivalry between organisational levels is counterproductive.**
- **Schooling of club management/ riding instructors.**
- **Supplier of ideas for clubs and equestrian centres.**



Sources:

- 1 Annual Report of the German Equestrian Federation
- 2 IPSOS Study
- 3 Report on the Development of Equestrian Sport,
German Sport University Cologne, Institute for
Sport Economics and Sport Management, Prof. Breuer
- 4 Personal statements by
 - 4.1 Maria Schierhölter-Otte, German NF, Warendorf,
Project Manager
 - 4.2 Thomas Ungruhe, German NF, Warendorf,
Project Manager