

How can we change the misconception that pc is little kids on ponies

- Advertising
 - Members attending big competitions should advertise they are from CPC
 - Announce Pony Club members at shows
 - Public demonstrations (Royal, Can-Am) with older/higher level members
 - Highlight disciplines at promotional events
 - Show more 'A' level in promotional material
 - Emphasise the C2 and up riders (online, YouTube, local shows)
 - Show young adults (15-25)
 - Advertise pc with variety of ages
 - Commercial, advertising what we do specially at the higher levels
 - Show/talk to people what it's about so they understand what it is
 - Talk about international organization
 - Display as competitive sport club (use pics and videos)
 - Advertise quiz (no ponies!)
 - Advertise more in horse magazine (use pictures of older members)
 - Promo video on website
 - Get famous riders to talk about pc experiences
 - Publicise alumni
- Name
 - It's called PONY club so need to change the name
 - Horse Club
 - Canadian riding club
 - Elaborate on the name so its sounds more professional
 - Don't change name completely
 - Split into 'separate' clubs with junior and senior
- Create easily sharable mission statement
- Have a Pony Club award at local show – 1 junior (low level) and 1 senior (high level)
- Little kids are the base of pc so can't get rid of them
- Have a definition of CPC

How can we better promote CPC to the public?

Where to advertise:

- Radio advertisements
- Shows/Clinics/Events
- Local stores (i.e. Greenhawk, tack shops)
- Magazines (articles and ad)
- Signage
- Summer riding camps
- CPC sanctioned events
- Social media (Facebook/twitter)
- Flyers
- Local schools
- Newspaper
- International competitions (i.e. Young riders, pan am, WEG)
- Fairs
- Advertise at non PC barns
- Parades, agricultural events
- Involved in large horse shows

How to promote:

- Promotional video (YOUTUBE COMP.)
- Commercials
- Demonstration of disciplines
- Show people what we do
- Have ads and booths
- Get events sponsored
- Recruit lesson barns
- Partner with youth in other organisations to promote membership to CPC
- Wear CPC crest/pin when at non Pony Club events
- Talk to people – express own enjoyment in pc to horsey and non-horsey friends
- Make it a goal for all branches to advertise and promote themselves to the public
- Highlight what CPC is about
- Get instructors involved and aware so they can encourage and educate their students to join pc
- Incentives for outside barns or organization to get involved
- Partner with sponsor (Tim's, Canadian tire)

Who to promote to:

- horse crazy kids – show them where pc can take them

- More concise description of what CPC is and what we do

What to promote:

- Advertise opportunities more
 - Make sure people know you don't need a horse
 - Volunteering opportunity for high school students
 - Discounts at big events (Royal, Mane event, etc.) & tack shops
 - Not just ponies
 - Show everything CPC offers
 - Benefits of Horsemanship/Stable Management
 - More CPC centers
 - Offer school credit
 - University course option
 - Show more than just riding of CPC (education, quiz etc.)
 - Show that pc is fun
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- Do community volunteering to get CPC out there and show we volunteer
 - Create a badge for when members take the time to do "public advertising" (create poster etc.)
 - Get rid of crazy parents

How can we encourage national consistency within testing?

- National standards (more practical and up to date, less difference between PC and real life)
 - Have these standards easily accessible - not hard to find proof of what standards are
 - Stricter guidelines
 - Set patterns and guidelines for testing that are easy to regulate
 - Standard courses for each level with variations for indoor arenas
 - Marking scheme/Scale with examples for examiners
 - Some sort of checklist for testing rather than boxes out of 10
- Consistency between pretest/testing (have the examiner from pretest attend testing also)
- Have mock test days
 - help prepare members by giving them feedback
- Examiners
 - More clinics/training (national)
 - Sample videos online for examiners to see what a D, D1, D2.... looks like
 - Examiner clinics run by same group of examiners across the country
 - More of them – for easier access & not testing same kid year after year
 - Encourage senior level examiners
 - More opportunity to become an examiner
 - Pay examiners more so they want to test/pay younger examiners the same
 - Not allowed to go by own rules and opinions
 - Concrete qualifications to become testers (same for all regions)
- Mandatory feedback (survey/questionnaire) from clubs, leaders, parents, members and testers on what needs to be improved (after every test)
- Better communication
- Don't test vet knowledge because its way outdated
- Accept answers not required reading list with proper proof (i.e.: vet textbook)
- Pony Club instructor should not test own kids
- Make it cheaper

General testing comments:

- Younger examiners find it hard to relate to older ones
- Make testing more of a learning experience
- Get more new people involved
- One test in slightly different format (like school provincials A or B)
- Have test writers on a national level and distribute them
- Make known what 'special' thing examiners look for

How do we recruit new members?

- Social media
 - Pony Club APP
- Advertise in/at (Need to catch people's attention)
 - In schools
 - Magazines
 - Horse shows/rodeos
 - Flyers in tack stores/local barns
 - Open house
 - Presents in community
 - Info booths
 - Royal fair, main event, spruce, WEG, Royal west, Stampede
 - Word of mouth (talking about experiences)
 - Publications (newsletter)
- Advertise the point that it is not ONLY for girls/not just little girls on ponies
- Advertise to
 - People who ride
 - Non PC environments
- Allow non-members to visit when PC is happening so they can see what it's all about.
- Publicise what it is/show people what it's about
 - Have public discipline demos
 - Have a presentation about pony club
- Make it more accessible (don't have to own your own horse)
- Advertise alumni and what they've done with their PC knowledge and experience
 - Olympians and professional riders talk about experience in pc as youth
- Get high school credits for Pony Club
- Volunteer options for high schools
- Try to appeal to older new members
 - Don't just recruit 7 years old**
 - Promote senior members activities, (i.e.. nationals)
 - Create a program for older interest
- Get sponsors to help make larger ad campaigns possible/ make competitions, testing etc. More desirable.
- Partner with PSO;s more to help promote attend outside events- not just large ones
- Change the name
- Better leader training to minimize politics , making it more inviting
- Gives people options to ride their young horses and get them "training" advice from the coaches
- Demos, free trials/educations for a month. Partner with riding schools

How do we retain our current members?

- Provide activities for all levels
 - Older members
 - Expand badge program to include older members
 - Involve older members
 - in planning of events
 - helping out younger members
 - on committees
 - FLEXIBILITY AROUND UNIVERSITY SCHEDULE
 - Move around dates for qualifiers and testing
 - Coaching level program
 - More low level activities – stuff for E/D's
- Opportunities for members without horses
- Keep Pony Club enjoyable
 - More fun stuff – interprovincial games, rallies etc.
 - Make sure all interests are fulfilled
 - Add events/activities that appeal to all members
 - Less politics/fighting – makes people leave
- Testing:
 - Increase success rate of testing
 - Better prepare members for testing so it's a positive experience
 - Don't make testing so finicky going up the levels (nit picking over little things)
 - Make testing more friendly and educational
 - Make higher level horses more accessible
 - Make testing easier - smaller gaps between some levels
 - Encourage members to challenge themselves and move up
 - Update/change testing standards to reflect current horse industry
 - Start streaming sooner
 - Separate written, stable management and riding levels so members can advance in one area
 - Smaller xc, lots of Pony Clubbers do hunter/jumper and don't event
 - Extend testing ages (housemasters)
 - Spread testing over a few days – make it less stressful
- Find ways keep members interested even if they finish testing/don't want to test anymore
- Get members involved in practical and hands on education
- Kid friendly study guides
- More clinics
- Better tolerance to members interested in competing
- Be more welcome to green horses
- Nationals for all disciplines

- More riding based activities that aren't all jumping, focus more on dressage and other parts of riding. Not everyone interested in jumping.
- More affordable
- Better communication
- Make competitions more accessible (distance is an issue – allow scores from other shows to be partial qualifiers)
- Make opportunities known/provide opportunities that aren't otherwise available
- Make sure new members know what they are signing up for
- Provide adequate education and teaching, coaches, facilities etc. as needed for members to continue pursuing levels or the expanse of their knowledge
- Less strict with rules - some rules are silly like not walking with spurs on
- Peer-youth programs
- Change things up so its new for everyone
- Exit survey for members quitting – what they would change/added

How can we make Pony Club more accessible to those without a horse?

- More educational and unmounted activities within the barn rather than classroom
 - Hands on/practical lessons (lunging, bandaging etc.)
 - More horsemanship/stable management - less focus on riding
 - Promote SM stream where don't need a horse
 - Education days – pair up with university
- More clinics/conferences
- Allow auditing of clinics
- More knowledge based competitions
- More fun activities that don't require horse (movie night, dances etc.)
- Have Pony Clubs run out of lesson barns
 - Use school horses
 - Borrow horses – set up contract with lesson barn
- More PC centers that have lesson horses
- Help members find horse to lease
- Set up network of barns who can help out members
- More advertising for leasing
 - Online forum for leased horse
- Club based leasing
- Set up network on website for those looking for suitable pc horse
- Organise a 'hand me down' program for ponies sharing/selling
- Sponsorship from big companies, grants for stables to borrow/lease horses
- Supply horses for certain activities
- Encourage school horse training (facilitate off the track to school horse program)
- Less focus on testing
- Riding events encouraging horse sharing/swapping
- Schedule riding events so members can share
- Have few people offer horses up to share
- Make a list in region that can/will share their horse or pony
- Put past members on a list/ask them to lend horses
- Give incentives for barns not affiliated with CPC to lend horses – more horses and maybe more new members
- Set up insurance for horse owners
- Pay some vet bill if injury does occur
- Advertise that don't need a horse to join
- Less 'high' standards at higher levels so people won't be as hesitant
- Allow SM streaming from E
- Have different club for people who don't have horses
- More lesson options open for people = variety of horse riding ability

How can the Youth's Voice be heard in how PC is run?

- Encourage youth reps to be active in their clubs
- More awareness of youth rep position (branch, regional national)
- More youth reps at regional and national
- Parents, DC's, chairs that listen to feedback
 - More consideration to what member wants not what parents want
- Communication
 - Improve between branch/regional/national youth reps and members
 - Effective/clear communication
 - Social media
 - Set up email/discussion board on regional/national website
 - Youth Facebook page
 - Forum on website
 - Monthly Poll
 - Online Surveys
 - Suggestion box on PC website/PC app
- Regular meetings for branch/regional youth reps
 - Held during regional meetings, annual and semi-annual meetings
 - Give members the opportunity to attend regional meetings if they want
 - Youth run meetings with executive members present who can make executive decisions and more voting or surveys (online) for all members to answer
 - Youth executive at regional – parents shouldn't have to do everything for us
- Youth meetings at national events
 - This meeting [world café process] is better, we need stuff like this – not just complaining
 - Do this [world café process] at all national meetings
- More youth conferences open to more people
- Skype/phone conference to prevent traveling
- Regional meetings open to younger members not just chairs and also open to people not in pc
- Ideas or communication contest where goal is to communicate what they want to see (similar to 4H)
- Have C's and A/B's play bigger role in organising regional events
 - More leadership roles for members
- Send letters to DC to pass on to people higher up
- Review cards for after events are done
- Better education on how pc is run

How can we offer the youth opportunity to participate in all disciplines?

- More regional events
 - Demos, clinics, trials, camps, day trips
 - Find a place with school horses
 - Make them affordable
- More practices and practice shows within club and region for all events
- Have younger members watch higher levels to spark their interest
- Inter club exchanges/exchanges
- Have an all-around prize (get points for every event you attend- more you have can win)
- Offer disciplines through outside organisations
- Allow for new and different things
- Emphasis on all disciplines at regional level, provide clinics, videos, detailed instructions and props to clubs
- Funding for new disciplines in places that done already have them (to put in frame work/equipment)
- Have a discipline trial weekend – multiple disciplines at 1 location kind like camp
- Older kids teach younger members
- Option make the event suited to them (i.e. fear of water in Tet)
- Communication/promotion
 - Make finding out dates/deadlines simple and in one place
 - Videos/info on website to promote interest and awareness (Update website)
 - PONY CLUB APP
 - Newsletter with pictures
 - More involvement at shows, have a presence so kids can see the opportunities out there
 - Set up member email list (not from DC)
 - Email from CPC about opportunity
 - Sponsorship from big companies (i.e.: Purina, Rolex to bring up new riders)
 - Put the word out – use social media
- Less conflict between regionals and outside shows
- PC divisions at open shows
- Provide different testing requirements for the different disciplines
- Getting barns to work together and allow kids a chance to share horses and build their riding skills
 - More sharing of horses between members

How do you qualify for Nationals? (Give region and discipline)

- Quiz
 - ANR – top 2 placing, 14 +
 - ABC – place at regional quiz
 - WOR – highest placing members but if they don't want to go then 'go down list'
 - BCIN – top C2 goes, tope A goes
 - BCLM – top 4 A/B and top 4 C
 - COR – top 4 at regional
 - SK – place top 4
 - MB – top 4 C's, top 4 A/B
 - BC island – top 4 c, any A/B there are
 - BCIR – top 4 at regional
 - SLOV – top 4 or down list if no one want to go
- Show jumping
 - ANR - top 2 14+/ someone chooses based on nothing (qualifying messed up)
 - ABC – winner of medal class at regional schooling show
 - WOR – win medal class at regionals
 - BCLM – compete regionals min C1
 - COR – first in 3' medals class
 - Show jumping – 1st in 3' medal
 - MB – win 3 ft. regional
 - BC Island – min level and want to go (no regionals)
 - BCIR – can use score from certified event – whoever wants to go)
 - SLOV – win 3ft medal regionals
 - SK – attend 'provincial show' at least at 3'
 - BCIN – 3 qualified competitions
- Dressage
 - ANR - top 2 14+/ someone chooses based on nothing (qualifying messed up)
 - ABC – first place in each division
 - BCLM – attend regional dressage and min C1
 - COR – highest score over year (of 4 tests), mystery test, turnout mark at finals
 - WOR – 1st in training and 1st at first level (one day up to 4 tests [2 EC, freestyle, prix caprili/mystery])
 - MB – win regional
 - BC Island – min level and want to go (no regionals)
 - BCIR – can use score from certified event – whoever wants to go)
 - SLOV – champ of first level or training at regional
 - BCIN – 2-3 tests by 2 different judges
 - SK – fill out from and have proper qualification
 - NS – 1st or be asked if first backs out

- Rally
 - BCLM – 3 xc sessions on same horse/pony
 - ABC – c level or higher (hasn't run in many years!)
 - COR – anyone that wants to!
 - WOR – 2nd and 1st place teams
 - MB – anyone who wants apply to regional rally chair
 - BC Island – min level and want to go (no regionals)
 - BCIN - apply
 - BCIR – can use score from certified event – whoever wants to go)
 - BCLM – attend regionals
 - SLOV – if you want to you do (if you hear about it)
 - NS – pre-training at regionals & fill out application
- PPG
 - COR – come 1st at zones
 - BC Island – min level and want to go (no regionals)
 - BCIR – can use score from certified event – whoever wants to go)
- Tet
 - SLOV – go to regional
- General comments:
 - Study
 - Write tests
 - Apply
 - Be qualified
 - Spend lots of \$
 - Attend regionals
 - Recommendations
 - Quiz should be more advertised
 - Quiz need be better known and prepared for quiz
 - Show jumping done by height not level
 - Advertise national quiz better – many pony clubbers don't attend regional quiz
 - WOR – SJ and Dressage qualifying -> prevent friendly experience and opp.
 - SK – study, try hard, get nice horse, buy all the books, get great coach
 - Fill out application, meet standards to apply
 - Don't know need more info
 - NEED TO GET TET BACK
 - Attend regionals, be practiced, do well

What do you like about pony club?

- Sense of community and acceptance. Provides goals to work towards
- Access good coaching and education. Competition opportunity nationally
- National rally
- Horse riding is involved! The riding part should always be a big part
- Horse, friends, a whole community and sense of belonging, having a place to go where your voice will be heard. The immense knowledge. Quiz!
- Good oriented
- Friends you make.
- All of the things you learn
- Everything
- The experience. I.e. Travelling
- Opportunities to make new relationships
- Rally and coaching stable management. Teaching younger kids
- Learning so much about proper horse care. And being able to attend so many more events you can't do unless you're in pony club
- Quiz
- Chances to travel
- Learning opportunities
- Opportunities like nationals and travel
- Nationals
- Meeting other people my age and making friends
- Getting experience and proper knowledge about horse care and veterinary science sheets
- Horses
- Give life skills, i.e. Time management, study habits, organization and group speaking.
- Testing pushes your riding and knowledge to a new level and makes strive to your best
- Guy to girl ratio
- Community type set up
- You gain friends and can meet people from all over Canada
- Gain practical knowledge and riding. can experience many different disciplines
- Teaching little starry-eyed children how to properly care for their ponies
- Horses
- How much we can learn about proper horse care and the education
- Looks good on a resume, respect in the equine industry when looking for employment
- The challenge of testing and the friends
- Getting to meet new people. A sense of belonging
- Summer camp
- Horses, friends, levels, level of quiz, education, travel opportunities, and community.
- Friends I made and opportunities (national and international)

- The job opportunities after “a” level. Meeting people with the same passion regional/national/international competitions and exchange
- Fun with your horse in so many different kinds of events,
- Experience that comes out of it. And everything we learn while being a member.
- How much you can learn about everything equine
- Gaining a vast education with enhancing your riding. (Many riders seem to know little about their horses but pony club changes that). Also the social aspect.
- Job openings, education, knowledge and experience.
- New people and the opportunities you get and the people you made with.
- Quiz
- Get to try things new with your horse
- Friends
- Horses
- Meeting people with similar interest. Learning opportunities
- Getting to know others, within your passion. Times 3 people
- Its less intense and more friendly at camp
- You get to meet other people who ride and who like horses
- More understanding of horse and care
- Education, horses and mutual enjoyment with other people in pony club
- You can receive scholarships. You get a better understanding on how to not only ride horses, but how to care for them properly.
- Getting the knowledge to safely care for horses
- Higher level learning about horses
- Learning about how to care for and ride horses properly
- Best curriculum of any kid’s organization. Opportunity to learn to compete
- Opportunity for fun and relax atmosphere
- It provides lots of opportunities and opens up thinks for the future.
- More variety (quiz, tet, rally, etc.)
- The fact we are all here for the same reason, horses
- Education (testing, quiz, clinics, etc)
- Learning more than you knew there was to know about horses
- Testing-theory-
- Great education and foundation for young and future horse people
- Instant friend group anywhere I move in Canada
- Experience and education
- Educational- will be helpful for my future career. More jobs with “a”
- I like the experiences and the opportunity you get, from pony club. You can get more knowledge and ride better. Its fun to be with kids who and your age that love horses like you do.
- Educational and life skills
- Rally, camp

- Quiz
- Nationals
- Opportunities to learn
- Friends
- Lots of hearts
- Camp
- Pony club camps and competitions where other clubs are involve
- Quiz and a national standards of good horse care and knowledge
- People you get to meet and values and experience
- Nationals
- Stable management teaches useful things that horse owners NEED to know
- Part of a worldwide organization
- The experience and activities you do, as well as the people you meet that all has to do with loving horses
- Quiz, ponies, likeminded people, new things, travel opportunities, learning, CAMP
- Ponies- circled many times
- Friends, volunteering, opportunities
- Community with a heart below it
- Education
- Structure. Universal acknowledgement and any big barn recognizes pony club
- The number of opportunities
- Camp and regional's
- Friends, riding, horses, activities, learning things you learn in like university
- To opportunities to travel and compete, learn valuable life skills