

Pony Club Accredited Centres

- Frequently Asked Questions -

What is Centre Membership all about?

Centre Membership is for riders who do not own (or have exclusive use of) a horse or pony.

Why has PCA introduced Centre Membership?

Pony Club Australia (PCA) is passionate about removing barriers to participation in equestrian sport. However owning a horse is not for everyone. In the UK, for example, 40% of Pony Club members ride school horses at riding centres.

Centre Members can learn to ride and get all the benefits of being around horses without committing to owning a horse or pony. They may decide to own and/or care for horses and ponies in the future or they may continue as a Centre Member.

What is the difference between a Centre Member and a Club Member?

Centre members do not have their own horse, or exclusive use of a horse. Their membership is primarily with PCA and they ride school horses at a Pony Club Accredited Centre. Club members have their own horse, or exclusive use of a horse (eg. a lease). Their primary membership is with a Pony Club.

What kind of riders will become centre members?

Anyone over the age of five can become a centre member. Centre Membership has been designed for the following groups:

1. Children new to riding
2. Adults new to riding
3. Adults returning to riding after a break



Do I have to have school horses to be a Pony Club Accredited Centre?

Yes, not needing your own horse or pony is the point of difference for the new PCA Centre Membership program. We are looking to accredit high quality riding schools with suitable school horses to deliver Pony Club.

What are the benefits for me?

A business edge

- Be a part of Australia's largest and oldest equestrian organisation
- Use the PCA Syllabus of Instruction with content for mounted, unmounted and in-hand activities to provide variety
- Be licenced to use PCA, Centre Membership and Pony Club Accredited Riding Centre brands, trademarks and logos

Continued next page . . .

Benefits for your Riding Centre

- Receive 'Pony Club Accredited Centre' signage for your Riding Centre
- Receive financial rewards for recruiting new Centre Members
- Benefit from an online database for monitoring your rider membership and certificate passes
- Receive a Centre newsletter, to which you can contribute photographs and content
- Be one of the first Australian riding centres to use Hopoti – an online scheduling, booking, payment and stable management system tailored to riding centres and exclusive to Pony Club Accredited Centres.

Increased reach to potential clients

- Be listed on the PCA website as part of the 'Find a Centre' page
- Feature in various PCA publications and social media
- Be promoted through local media and tailored online geo-marketing
- Receive promotional materials and marketing advice.



Professional development

- PCA coaching manuals, lesson plans and other resources
- Access to PCA coaching qualifications and ongoing development.

Support

- A dedicated Participation Manager will work with you to maximise benefits
- A regular e-bulletin will keep you informed of new Pony Club initiatives
- You have the opportunity to provide direct feedback on program improvements
- Centre Members will be covered by their own personal accident and injury insurance while participating in Pony Club activities at your Centre



Benefits for your Clients

What are the benefits for Centre Members?

You will be able to offer an enhanced experience for your clients:

- A Pony Club experience without the responsibility of owning a horse
- A structured, proven program for progressive goal setting and skills development
- Certificate manuals, proficiency certificates and achievement awards
- Newsletters, information and education
- Personal Accident and Public Liability Insurance through Gow-Gates
- The potential to participate in local, state, national and international competitions, exchanges and activities
- Discounted access to The Riders Pod, a new mobile phone application focusing on equestrian- specific workouts, planning, reminders and goal setting
- Competitive deals on any model of Mitsubishi through their generous sponsorship.

How will riders know about this new program?

PCA will be doing an extensive digital and print promotional campaign.

We will be working to increase the numbers of horse riders in Australia by promoting Pony Club Accredited Centres as a great way to learn to ride and care for horses.

Please let us know if you have any other suggestions or contacts that you think we should approach.

What are the benefits for my staff?

Coaches at Accredited Centres will be able to teach Centre Member riders using the PCA Syllabus of Instruction.

Our internationally-recognised syllabus combines the best of tradition with the latest in science to help riders develop skills in horse riding, training, care and management.

It provides a systematic program of mounted and unmounted activities for you to structure your lessons, motivate your riders and celebrate their achievements. Coaches will have access PCA coaching manuals, lesson plans and other coaching support tools.

Coaches at our Accredited Centres can gain national coaching qualifications and access ongoing personal development at competitive rates.

What's in it for PCA?

Increasing the number of horse riders in Australia is good for everyone in our industry. Some Centre Members may choose to go on and buy their own horse and later join their local Pony Club.

Others may decide to continue riding at a Pony Club Accredited Centre.

What's in it for horses?

Centre Membership gives people the chance to learn about horses and ponies before they commit to buying their own.

If they do go ahead with a purchase, they will have more knowledge to be able to better care for horses and be safer. If they don't go ahead with a purchase, they can continue to ride your school horses under your own care and supervision.

Does it matter if I have never been involved in Pony Club?

Not at all! We will provide all the information you need to teach riders using the PCA syllabus. This includes lesson plans, notes for coaches and checklists for certificates.

Continued next page . . .

Qualifications and Certificates

Do I need to have a PCA Coaching qualification?

A PCA coaching qualification is ideal but is not a requirement. Coaches delivering the PCA Syllabus to Centre Members will need a recognised qualification such as PCA NCAS Preliminary coach or Level 1, Riding for the Disabled Australia, Horse Safety Australia Senior Instructor, Equestrian Australia, Australian Horse Riding Centres NCAS Level 1, and International Horse College Certificate 3 in Sports Coaching with Equestrian Electives.

Other qualifications can be considered on a case-by-case basis.

Can my coaches get a PCA NCAS coaching qualification?

Yes. Coaches at our Pony Club Accredited Centres can gain qualifications and undertake ongoing personal development at competitive rates.

To gain a PCA NCAS coaching qualification, candidates need to be financial member of PCA. The minimum age to commence training is 16 years and assessment can be undertaken from 18 years of age. Candidates purchase workbooks, complete all sections, are mentored by a current NCAS Level 1 coach and attend coaching training and assessment days.

Workbooks are viewed and corrected prior to the day of assessment. PCA NCAS Preliminary coaches can teach up to C Certificate, whilst NCAS Level 1 is a requirement to instruct and access C* Certificates and above.

Can I use the Pony Club syllabus of instruction?

Yes! This is the first time that the Pony Club Syllabus of instruction will be available to riders in Australia who do not have their own horses, or the exclusive use of a horse. We want our Centre Members to enjoy the Pony Club experience – your way.

Can my riders get Pony Club certificates?

Yes. Centre Members can work through the syllabus and achieve the certificates of proficiency - like our Club Members have been doing for 80 years.

Can Centre Members join a Pony Club?

If a Centre Member gets their own horse, they will need to transfer to a Club membership and join a Pony Club to continue with their Pony Club membership and Pony Club activities.

Can my existing riders become PCA Centre Members?

Absolutely! This is another way to engage, motivate and develop your current riders.

What if a Centre Member gets their own horse or pony?

If someone at your centre decides to take the step of owning a horse or pony, or leasing one of yours, they will need to join a regular Pony Club. Any PCA certificates they have achieved with you will be recognised. They can continue to have lessons with you as well.



Help with Accreditation and Promotion

What about insurance?

You will need to have your own public liability insurance of at least \$10 million. Please contact us if you need help securing cover. PCA Centre Member riders will be covered by their own personal accident and injury insurance cover while participating in Pony Club activities at the Riding Centre.

What does Centre Accreditation involve?

A PCA assessor will visit you to assess your Centre. Site assessment will cover horse welfare, rider safety, supervision and instruction, facilities and saddlery. Our approach is all about removing barriers to participation. A friendly assessor will work with you to help you meet the requirements and start an ongoing conversation about how we can work together to help you get the most out of being a PCA Accredited centre.

Why do I have to be accredited?

PCA is a highly respected brand. We need to know that we are approving centres with suitable horses, safe facilities and capable staff to make sure that our Centre Members have a high-quality experience.

Pony Club receives many enquiries from people who don't have their own horses. The new Centre Membership program means that we can confidently direct those people to their nearest Pony Club Accredited Centre.

Centre Accreditation is also a requirement for the Centre Members' personal accident and injury insurance.

Can we charge our own fees for riding lessons, camps, etc?

Yes. You can set your own fees. The only fees set by PCA are for Centre Accreditation for riding centres and Centre Membership for riders.

Will certificates be recognised if a rider transitions to a Pony Club?

Yes.

Can I list my riding centre as PCA Accredited?

Yes - once you have received official notification of your PCA Centre accreditation and signed a Trademark Licensing Agreement. You will then be able to use the Pony Club logo and trademarks. We will also provide you with 'Pony Club Accredited Centre' signage for your centre.

How will riders find me?

All of the PCA Accredited Centres will be listed on the PCA website so that Centre Members can find you. When riders make enquiries, we will direct them to their closest Accredited Centre.

How much does it cost?

The total annual cost of becoming a PCA Accredited Centre is \$400* (\$150* for site assessment and \$250* for licensing).

What is a membership year?

Annual fees are due on January 1 each year.

How do I get a \$100 credit?

We will give you a \$5 credit towards your following year's accreditation up to a total of \$100 (20 riders) for each new Centre Member who starts their Pony Club journey at your Centre. Centre Member riders will pay an annual fee of \$100* direct to PCA. Because they join via our online membership portal, we can keep track of their numbers and certificate passes for you.

Are there any additional costs?

Pony Club Accredited Centres can purchase certificate manuals, coaching manuals, proficiency certificates, achievement awards at affordable prices. You decide how these are built into your pricing structure.

That leaves four easy steps. . . !

What are the four steps to becoming a Pony Club Accredited Centre?

1 Assessment

Let us know you are interested in becoming a Pony Club Accredited Centre. We can help you decide if it is something for you. Once you believe you have all your requirements in place, submit your application and we will arrange an initial site visit from a friendly assessor.

Site assessment will cover horse welfare, rider safety, supervision and instruction, facilities and tack. There is a non-refundable deposit of \$150* for site accreditation (later subtracted from your \$400* annual fee).

2 Licensing

Following a satisfactory site assessment, you will receive a PCA Trademark licencing agreement to sign and return, together with a licencing fee of \$250* (which is the remainder of your \$400* annual fee).

3 Welcome

We will then send you a 'New PCA Centre Pack' containing everything you need to get started, including free signage for your Centre.

4 Let's Celebrate!

Your Centre will be added to our public 'Find a Centre' database so potential customers have help to find you. We will also celebrate your accreditation across our social media and publications. We will help to generate a buzz for your Centre's accreditation with PCA via online geo-marketing and local news.

We can even help you with a launch, should you wish to have one. Our dedicated team means that we can celebrate your Centre, coaches and riders on an ongoing basis. Got any other ideas? Let us know.

What do I need to have in place to start the Assessment?

To apply to become a Pony Club Accredited Centre, you will need to provide evidence of:

- Current Public Liability insurance (at least \$10 million)
- Workers Compensation insurance
- An assessment of your riding centre by one of our accreditors
- A recognised coaching qualification for all your coaches who will be delivering the PCA syllabus
- A current Working with Children Check
- A current First Aid Qualification

We will happily assist you to get these requirements in place.

Can I share my Centre Member journey on social media?

We can't wait to hear about how Centre Membership has helped you, your centre, your coaches and your riders!

Social media channels such as Facebook, Twitter and Instagram are great ways to share your successes, please tag us @PonyClubAus and our funder @sportAUS in your posts.

You might also like to use the hashtags:
#noponynoproblem, #nohorsenohassle
#ponyclubcentre and #moveitausgrants

I want to become a Pony Club Accredited Centre!

If you want to provide an enhanced experience for your riders and be associated with one of the world's most recognisable and trusted equestrian institutions, then complete the application form or contact

Sally Wiseman

Participation and Development Manager
on 0409 596 796 or by email at
centremember@ponyclubaustralia.com.au

* Plus GST