DISCOVERY DAY

WEDNESDAY 20TH NOVEMBER 2019 · DALHAM HALL STUD, NEWMARKET

WELCOME!

ALL OF YOU REPRESENT EVERYTHING THAT IS HAPPENING IN RACING ALL OVER THE WORLD!

WE NEED TO ASK:
"WHAT CAN WE OFFER THE YOUNG PEOPLE OF TODAY?"

AND WE MUST DEVELOP A PROPER PLAN THAT WE WILL STICK TO!

HUGH ANDERSON

THE CHANGE WE WANT TO SEE

WHAT DRIVES US?

SUCCESS · PEOPLE · LEARNING · MORAL · COMPETITION · PASSION · FAMILY · THE LOVE OF THE HORSE! · COMMUNITY · POWER TO TRANSFORM LIVES · DIVERSITY · OPPORTUNITY · DREAMS · AMBITION

NOW → 2023 SUCCESS

LOOKING TO THE FUTURE...

THE PROGRAM:
EVERY STUDENT CAN VISIT ALL OVER AND MEET PEOPLE AND GET INSPIRED

IDEAS FOR IMPROVEMENT:
- ONE-ON-ONE MEETING: PERSONAL PREP. + ADVICE
- MORE WORK EXPERIENCE IN DIFF. JOBS
- TALK TO EMPLOYEES

THE YOUNG GENERATION NEED GOOD REASONS TO STAY IN THE SAME JOB/ PLACE...

TO MAKE US STAY:
- FACILITATION OF PERSONAL JOURNEY
- POTENTIAL FOR DEVELOPM.
- OPTIONS TO TRAVEL
- NETWORK
- WORK FLEXIBILITY
- CONSISTENCY + TRUST

LUCY YOUNG · FRED KIRK · NEWMARKET ACADEMY STUDENTS

CALL TO ARMS

THE HORSE HAS PLAYED A CENTRAL ROLE IN HUMAN HISTORY! NOW WE NEED TO REKINDLE THE RELATIONSHIP BETWEEN HORSE & HUMAN!

SHEIKH MOHAMMED:
EDUCATION OF THE YOUTH IS THE CENTER OF EVERYTHING!
OUR MISSION IS TO COMMUNICATE & LINK UP
- PROMOTE LOVE OF THE HORSE
- SOCIAL MEDIA USAGE
- FREE ADMISSIONS FOR YOUNG PEOPLE ETC.

A SYMBOL OF POWER · A SYMBOL OF BALANCE: HUMAN–ANIMAL · IT'S IN OUR DNA

THIS IS NO TIME TO ASSUME THAT THE STATUS QUO IS SECURE!

JOHN GOSDEN

ASSETS

- TALENTED PEOPLE W. PASSION + LOVE
- A UNIQUE APPEAL TO EMOTION
- INTERNATIONAL PLAYERS
- STRONG LEADERS
- STORIES
- GLOBAL NETWORK
- RACE COURSES
- GREEN SPACE
- GENDER EQUAL-EMPLOYMENT
- SOCIE-ECONOMIC DIVERSITY
- WILLINGNESS TO CHANGE
- HERITAGE & OUTDOOR LIFE

THE HORSES!
- EMOTION
- THERAPEUTIC EFFECT
- WOW FACTOR!

BARRIERS

- CROSSROADS
- UNCERTAINTY
- POOR PERCEPTION IN PUBLIC
- UNSTRUCTURED
- "FIRE-FIGHTING"
- RESISTANCE TO CHANGE (OLD / NEW)
- NO COORDINATED EDUCATION BODY
- CHALLENGED: STAFFING, WELFARE FUNDING MODELS
- UNIQUE & DISTINCTIVE
- DIFF. COUNTRY = DIFF. NEEDS
- POOR TERMS & CONDITIONS
- ANXIOUS

- SELF INTEREST, EGO, DEFENSIVENESS
- ISOLATIONISM
- FRAGMENTED LEADERSHIP
- DENIAL → CHANGING PERSPECTIVE
- FEAR OF TESTING NEW IDEAS
- PUBLIC OPPINION (WELFARE · TRACEABILITY · AFTERCARE)
- NO LIKES
- FALLING POLITICAL SUPPORT
- INDUSTRY POLITICS
- STAFF TURNOVER

- INCLUSIVE: GENDER · DIFF. ABILITIES · SOCIAL · RACE · GEOGRAPHICAL
- COOPERATION
- ACCESSIBILITY
- ROBUST & POSITIVELY REGARDED (STAKE HOLDERS · ONLOOKERS)
- SUSTAINABLE
- JOINED UP COLLABORATION
- BETTER KNOWN AND UNDERSTOOD (VALUED)
- YOUNG PEOPLE SEE RACING AS A CAREER (CAREER)
- GOOD FOR PEOPLE AND HORSES
- FAIRNESS & SECURITY

THE LOVE OF THE HORSE IS WHAT DRIVES ME!

WE MUST FIGHT MIS-CONCEPTIONS BY PROVIDING ACCESS TO THE HORSE TO AS MANY AS POSSIBLE!

ROLEMODELS / ICONS + PROMOTION HELPS!
- GIVE KIDS OPPORT. TO GET INSPIRED
- DOCUMENTARY CREATED GREAT ATTENTION: 1ST RIDER W. HIJAB!

FUTURE VISION

CURRENT ISSUES
- LOW WAGES
- LONG UNSOCIABLE HOURS
- INJURIES
- LACK OF HOUSING
- LACK OF CAREER PROGRESS.

SOLUTIONS
1. GRADING SYSTEM
2. TRIAL RUN OF A 9–5 DAY
3. CONCEPT OF A "LATERAL PROMOTION"

ALICE FOX-PITT · LAURA WINSTANLEY

AUSTRALIA

CHALLENGES: YOUNG PEOPLE DON'T KNOW WE EXIST! · STAFF CRISIS · SKILL SHORTAGE

AIMS: GRASS ROOTS · TRAINING + EDUCATION PATHWAYS · RESEARCH + GOV. LOBBYING · STAFF RETENTION + WELFARE · MARKETING

"IN 2023: ESTABLISHMENT OF A NATIONALLY RECOGNISED & WELL FUNDED EDUCATION BODY FOR THE AUSTRALIAN INDUSTRY"

FRANCE

CHALLENGES: LACK OF VISIBILITY · POOR REPUTATION · NEGATIVE + FALSE IMAGE OF ANIMAL WELL-BEING · WORKING HOURS · NO LINK TO NATIONAL EDUCATION

OBJECTIVES: CREATE GREATER PUBLIC AWARENESS · RAISING AWARENESS: RACING CAREER · IMPROVE HR MANAGEMENT + EMPLOYEE RETENTION · IMPROVE EMPLOYEE SATISFACTION + OFFER FUTURE CAREER PROGRAM

"BY 2023, WE WILL BE THE 1ST SECTOR OF EMPLOYMENT CHOSEN BY HORSE LOVERS"

IRELAND

STRATEGIC PLAN 2019-22:

EARLY INTERVENTION · ATTRACTION · RETENTION DEVELOPMENT · WORK EXPERIENCE OPPORTUNITIES · CLEAR CAREER PATHWAYS · TO YOUNG: STRONG NARRATIVE: CAREER OPPORTUNITIES! · APPROACH: COLLABORATION

"BY 2023, WE WILL HAVE AN ATTRACTIVE WORKING ENVIRONMENT KNOWN BY ALL TO OFFER GLOBAL OPPORTUNITY WITH DIVERSITY"

JAPAN

CHALLENGE: NEGATIVE PUBLIC PERCEPTION

VARIOUS WAYS TO RECAST IMAGE
- MANGA COMICS
- KIDS ROLE PLAY: GROOMING, VET...
- COLLEDGE EQUESTRIAN CLUB
- FREE AFTERSCHOOL HORSE RIDING
- A LOT OF HORSE EVENTS
- TAKE HORSES TO TOWNS / SCHOOLS ETC.
- "JOCKEY BABIES" ANNUAL RACE 11–13 YEARS OLD

"IN 2023, WE WILL CHANGE PERCEPTION & ATTRACT NEW + YOUNG PEOPLE"

UK

POSITIVES
- ACTIVITY
- OUTCOMES
- ENGAGEMENT
- AMBITION

CHALLENGES
- GOVERNANCE
- DEFINING PURPOSE
- MAXIMISING IMPACT

"BY 2023, WE WILL BE AN INTEGRAL PART OF THE BRITISH SPORTING LANDSCAPE, ENSURING THAT WE CAN DELIVER A SUSTAINABLE & SUCCESSFUL FUTURE"

USA

CHALLENGES: PUBLIC PERCEPTION · INDUSTRY FRAGMENTATION · WORK-FORCE SHORTAGE · DECLINING FOAL CROP

OPPORTUNITIES: FAN DEVELOPMENT · YOUTH EDUCATIONAL INITIATIVES · INDUSTRY COALITION (TO TAP INTO...) · WORKFORCE PIPELINE PROJECTS

"IN 2023, THE US WILL HAVE ESTABLISHED A NATIONAL EQUINE WORKFORCE COALITION & AN IMPROVED PUBLIC PERCEPTION"