



Everything You Love

2018 EVENT DEBRIEF



*Everything
You **Love***





The Land Rover Horse of the Year is not only the pinnacle of the New Zealand equestrian calendar; it has also become an iconic event for the Hawkes Bay and wider regions.

The event is a culmination of top equestrian competition, over 200 shopping opportunities, hospitality offerings and VIP Events. It encompasses a combination of 'Everything You Love,' which has become the new tagline for the event.

The 2018 event included a brand-new title sponsor in Land Rover and new events such as Cup Day, and over \$280,000 in prize money awarded.

The 13th-18th March saw the Land Rover Horse of the Year delivered with much success with over 45,000 spectators and 1650 horses competing over the six days of the show.

This report contains an overview of the 2018 Land Rover Horse of the Year show with reference to feedback, participant statistics, marketing and media.



Everything
You Love



2,500

Camped onsite



88.4%

Of visitors came from
outside of the region



90%

Good to excellent event rating by
competitors and spectators



67%

Of competitors brought two or
more support crew with them



ATTENDED

By other international Event Directors

Everything
You Love



50,131

Attended



1650

Horses competed



1261

Riders competed



VERY HIGH

Socio-economic group



SKY SPORT

Live on Sunday, and packaged

Everything
You Love



Age Breakdown

0-20 - 29%
21--35 – 20%
36-50 – 26%
51+ - 25%



93%

Likely to return in 2019



92%

Would recommend to a friend



93%

Purchased from trade
& sponsor sites



200+

Retailers onsite



83%

Attended for 5+ days

Everything
You Love



Participant Comments:

"Coming to HOY for the first time in maybe 20 years I was absolutely blown away by the exponential growth of the show. What a magnificent event you have produced catering for so many disciplines, attracting huge numbers of horses and even more people. No wonder the local council gets in behind you. I found the trade stands an entertainment in themselves – a bigger array than most of the shows in Britain." – Russell Bain

"Brilliant, well done all involved, organisers sponsors volunteers spectators. Fantastic event for Hastings , Hawkes Bay & New Zealand" – Michael Purvis

"Thanks HOY. Was a fantastic week. Came from Australia and will definitely be back. Loved every minute" – Andrea Ravenscroft

"Just wanted to say we had a great time. Really fantastic show. Thank you for a memorable week." – Megan Crous

"A fantastic week of equestrian fun!! What a pity we have to wait another year for the next one!! Well done HOY and all your volunteers!!" – Jenni Gilbert-Cox

"Best week of the Year!!" – Keeva McCambridge

"Big thank you from the Swailes family to all the team of show organisers and sponsors of the show we think you do an awesome job!" – Sara Swailes

"This was my 2nd year attending the HOTY! This year was spectacular! Fabulous weather! Fabulous competitors! Fabulous trade tents! Congratulations to the organisers! Massive task!

Planning to return in the future!" - Andrea Riedel-Carrison

"Thank you Hoy for staging another super huge event. We are grateful for all the behind workers that made this show work ! Congrats to all staff" – Anita Ayres

"Awesome day at HOY. Loved it.. Brilliant. Definitely go again for longer next time!" – Chris Sim

"Thank you for another great week! I competed, watched, shopped, wine and dined with family and friends all week! Thank you to Jo Dee, Vickie and all the other office staff that were so helpful and friendly, and all the hard working volunteers." – Julie Wylie Parkinson

"Thanks for a great Hoy, Hawke's bay looked after us, well organised and yay no rain!" – Hayley Evans-Martin

Sponsor Comments

"Great coverage, great event and heaps of opportunity for us."

- Luke Meurant, Land Rover

Aggreko were proud of being a key sponsor and the major power supplier at this year's HOY. We took some of our customers who had an amazing time the event – we look forward to working with HOY again in 2019."

- Sean Johnstone, Aggreko

"The event was very well organised, communication before and during the event was very good and it really was an exciting show. Your team did a good job at HOY – for which we were most grateful."

- Margaret Hakaraia, Alltech

"It was another great year working with the team at HOY. The team are a pleasure to deal with and the event was once again put together exceptionally."

- Tom Heywood, CocaCola Amatil

"We have enjoyed supporting Horse of the Year over the last three years.

You have certainly lifted the profile of the event."

- Michele Ballantine-Wooley, Cape Kidnappers

"It was a great Horse of the Year, top job!" - Hayley Jane Malcomson,

Prydes EasiFeed



*Everything
You **Love***

Industry Comments

"I had a wonderful time at the Land Rover Horse of the Year and it is exciting to have a working relationship with this event that we can continue to grow. I enjoyed fantastic hospitality, shopping and equestrian competition throughout my stay and look forward to working with the team in the future." - Liz Inman, Burghley Horse Trials Event Director

"Thank you for a great time at the Land Rover Horse of the Year! It is exciting to see the growth of the event." – Mitch and Kate Plaw, Takapoto Estate

"This was a fantastic event to attend showcasing the many different elements of equestrian sport with many exciting business and networking opportunities" - Michael O'Hagan, Al Basti Equiworld (Dubai)

"You could have hardly hoped for a better script for the climax of the 2018 Land Rover Horse of the Year Show – and even the weather played ball this time. We look forward to what the future will be for the most prestigious show in New Zealand, " – Horse and Pony Magazine



Everything
You **Love**



Bayleys Business Lunch

A new concept for 2018 saw the Premier Lounge packed out with corporate tables offering an opportunity for local businesses to network onsite at Horse of the Year. Attendees were able to catch all the action of the Premier Arena while enjoying a delicious lunch by Ortons Tailored Cuisine.

Many local business leaders and corporates attended this inaugural event which offered an opportunity for these groups to get a taste of the show and an insight into all the different features of the event.

Following a speech to welcome the guests, the attendees were then invited out onto the Premier Arena in a rare opportunity to take part in an official course walk led under the expertise of a show jumping official.

Visitors then mixed and mingled over lunch while taking in the show. This was a great new initiative and something that saw lots of interest from the local business community.



Everything
You Love



Cape Kidnappers Hall of Fame

The iconic VIP Event of the Land Rover Horse of the Year, the Cape Kidnappers Hall of Fame cocktail evening was one not to miss.

The cocktail evening saw guests dress up to welcome the new inductees into the Hall of Fame.

2018 saw two new inductees into the Hall of Fame, 63-year-old Julie Brougham and 69-year-old Ross Coles who were both inducted thanks to their many years of service to the sport.

Brougham was the oldest competitor at the 2016 Rio Olympics with her chestnut gelding Vom Feinsten and has recently been selected to represent New Zealand once again at the 2018 World Equestrian Games in the USA later this year.

Her contribution to dressage is significant and her success at the highest level of the sport is impressive – she is just the third Kiwi to have competed in dressage at an Olympic Games while also scoring higher than those who came before her.

Fellow rider Ross Coles comes from the show jumping arena but his career is no less stellar.

Having represented New Zealand internationally as a younger man, he was chef d'équipe for the New Zealand show jumping team at the 2000 Sydney Olympics.

His service to Horse of the Year has spanned decades and his passion for the event and for the sport of show jumping is undeniable.



Olympic Cup & Cup Day

Glitz and glamour came to the fore at the Land Rover Horse of the Year with the launch of a brand new Cup Day taking place HOY alongside the biggest and most prestigious class of the show, the Olympic Cup.

The VIP area was transformed, complete with a Peroni beer garden, G.H Mumm Champagne lounge, Rush Munro ice cream station, Origin cheese boards and a flower photo wall to capture snapshots of all the action. Over 200 people attended the annual event.

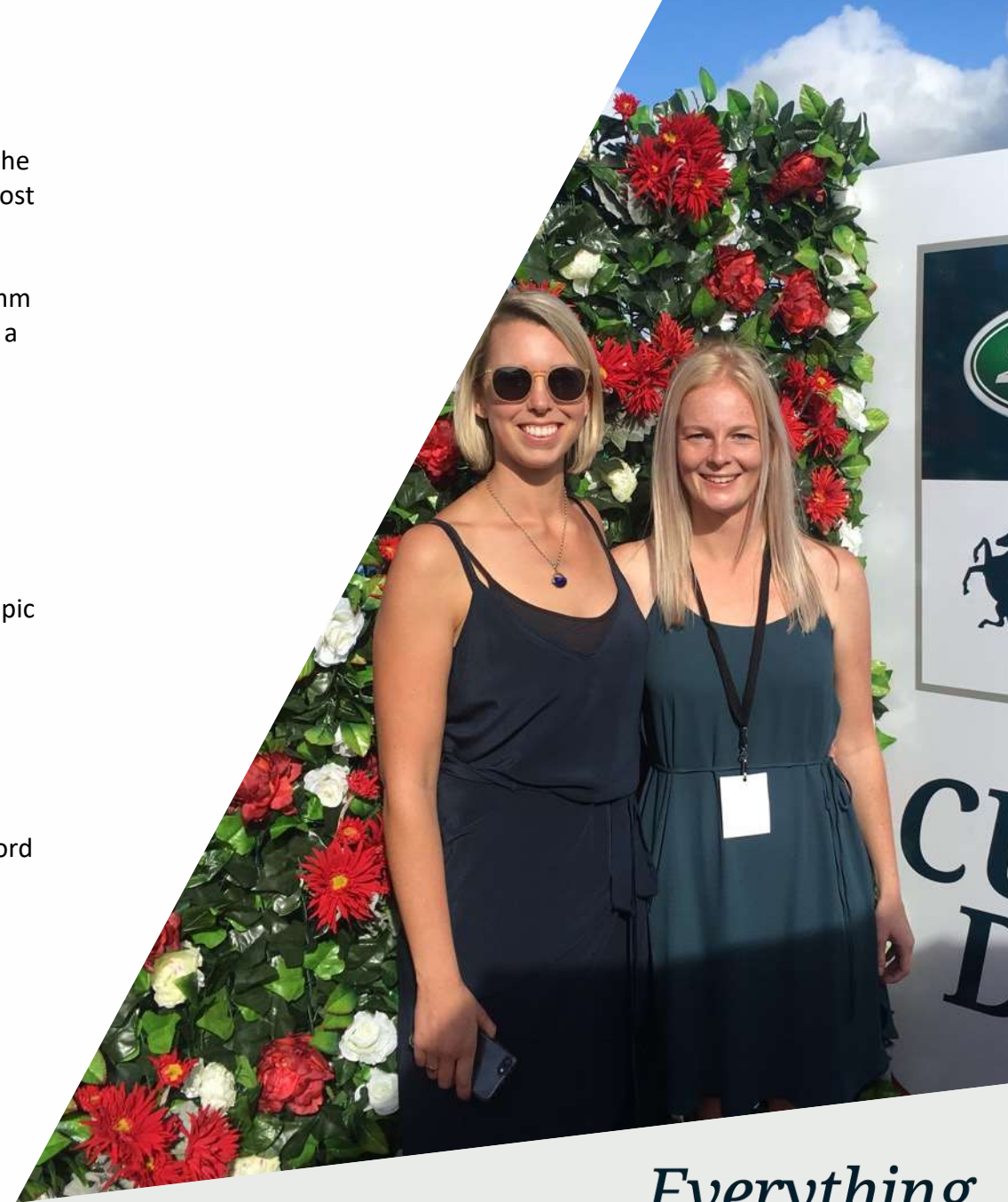
Premium viewing of the Olympic Cup was offered with seating extending into the Premier Arena offering the opportunity to catch all of the jumping action right up close from the best seats in the house.

The most affluent and desirable title in New Zealand show jumping, the Olympic Cup saw 24 starters keen to give the 1.60m course a go.

The competition was nail biting to the end and saw 17 year old Briar Burnett-Grant to be the youngest ever winner of the prestigious cup after three clear rounds on her fiery chestnut, Fiber Fresh Veroana.

It came down to two in the jump off with experienced Australian Clint Beresford and Emmaville Jitterbug setting the bar first with a faultless round. Briar followed with a clear round revealing her time to be one second faster than Beresford, much to the excitement of the crowd.

Briar, naturally was overwhelmed with the win and it was perfect fairy-tail ending to wrap up the 2018 Land Rover Horse of the Year.



Everything
You Love



Hastings Heart of Hawkes Bay, Friday Night Extravaganza

The grandstands were packed on the Friday night of the Land Rover Horse of the Year with guest piling in to watch the Hastings Heart of Hawkes Bay Friday Night Extravaganza.

The evening had something for everyone and kicked off with the Horsecare Silver Fern Stakes which also incorporated the return of a Trans-Tasman test. Australia's Clint Beresford and Emmaville Jitterbug took the honours which also eventually saw the Australian team take out the test match.

The evening saw the return of the Alltech Slalom Sweepstake which the crowd loves to get behind. This event sees two gutsy combinations go head to head on a mirrored show jumping course before racing to the finish. The winning rider from each heat progresses to the next round.

Later, the official New Zealand and Australian show jumping teams returned to the main arena but this time on foot. Each member of the team were paired up with some keen kids for a bit of a different take on jumping.

The kids who were dressed up in their nations colours had to race down a line of barrels before jumping off and grab their team mate from the Australian or New Zealand team and take part in a three legged race over and under show jumps before racing back to the finish.

The night was wrapped up with a demonstration from some of New Zealand's top mounted games competitors which thrilled the crowd.

Land Rover Burghley Horse Trials

For the first time in the events history, Elizabeth Inman, Event Director from the worlds largest and most prestigious equestrian event attended the Land Rover Horse of the Year.

Sharing a title sponsor offers significant opportunities for both events, and the trip was dedicated to building this relationship and discussing the potential to work together going forward.

It was a major coo for NZ to have Liz and Competition Manager Anne Witten attended HOY for the week.

Liz was a highly anticipated speaker at the Cape Kidnappers Hall of Fame, attended the international guest welcoming event hosted at the Lawrie's homestead and attracted additional media opportunities in the lead up to and at HOY.

The media opportunities included an interview and prominent feature on channel three's News Hub bulletin, inclusion in the One News overview of the show and highlights in local newspapers and digital features.

Liz and Anne were full of praise for the show, and had nothing but positivity for the potential collaborations and growth of the partnership moving forward.



HAWKE'S BAY TODAY

Horse of the Year establishing Burghley link through Land Rover

10 Mar, 2018 8:00am

2 minutes to read



Land Rover has long been associated with the Horse of the Year. Photo / KAMPIC / Sarah Lord

Second day done and dusted for Land Rover Horse of the Year

15 Mar, 2018 8:04am

3 minutes to read



HOY event manager Dave Mee with Elizabeth Inman, event director of the Burghley Horse Trials, after she arrived at HB Showgrounds, Hastings. Photo / Warren Buckland

Everything
You Love



HOY Marketing:

The 2018 Land Rover Horse of the Year saw a few changes to the positioning of the event with a key difference in the new principal sponsor Land Rover. The event is synonymous with prestige and top competition within the equestrian community, but a large part of 2018's planning was to push this messaging further into the local and wider communities.

The equestrian audience is very loyal and needs little reminding about the event and most of their engagement came from social media and newsletters.

Further audiences included the locals in the Hawke's Bay area, who were targeted through print, radio and outdoor advertising primarily, as well as the 'fringe horsey' set who may have a mild interest in HOY through family or friends.

Digital and social marketing pushed the event nationally as an awareness exercise to build the national engagement from the non-equestrian sector in future years.

This was accentuated by national live streaming on Sky TV on the Sunday of the show as well as features on mainstream news channels and online features.

The long term objective is to have HOY seen as a premium event recognized for its top level sport, food, fashion and entertainment. The new tagline "Everything You Love" was employed throughout the marketing.



Everything
You Love

Print:

HOY worked closely with NZME and Hawke's Bay Today with regards to print advertising in the weeks leading up to the show. Three different ads were featured in the paper on prime newspaper days (Wednesdays and Saturdays) focusing on Cup Day, the Hastings Heart of Hawke's Bay Friday Night Extravaganza and Saturday's Cross Country event. These targeted the locals and reminded them of the fun weekend attractions at HOY for the less equestrian inclined.



Radio:

Again with NZME, HOY had a total of four adverts cycling on radio stations including The Hits and ZM. These focused separately on Cup Day, the Hastings Heart of Hawke's Bay Friday Night Extravaganza and Saturday's cross country. The fourth advert was the first to run pre-event as a generic reminder that the event was coming up. These were locally focused and played out on a schedule that ran up to and during the event.

Similar scripts also ran on the Waipukurau based Central FM to hit the slightly more rural local market and some of the further townships.

Both campaigns were supplemented by ticket giveaways and The Hits breakfast host Adam also attended the Hastings Heart of Hawke's Bay Friday Night Extravaganza as an emcee.

Outdoor:

HOY made use of two 6m x 3m billboards, the first at Napier Airport courtesy of the Napier City Council and the second at the racecourse courtesy of Hawke's Bay Racing.

The look and feel to the billboards was then scaled down into A0 corflutes which were printed and installed in high traffic areas around Napier, Hastings, Havelock North and Clive.

Napier and Hastings also installed HOY street flags which were displayed leading up to and throughout the show. The Napier flags were a new design which matched the 2018 marketing.

Gateway signage was displayed on multiple roads leading into Hastings thanks to Hastings District Council.



EDMs:

Regular EDMs were sent out to the expansive rider database. This is added to every year and currently holds 10,000 subscribers. The open rate is higher than most events and is a good vehicle for information sharing and sponsor content.

Everything
You Love



Digital:

Web banners advertised HOY through NZME channels on the Hawke's Bay Today site, NZ Herald and Waikato Times. The design continued the "Everything You Love" campaign.

Similar designs were used for digital screens for Napier City Council to be displayed in libraries and other public areas.

A digital campaign ran to increase SEO and visibility over Facebook and Google. This pushed search results for equestrian, Hawke's Bay, events and anything HOY related towards the hoy.kiwi website. In addition, Facebook advertising used paid campaigns to generate momentum towards the official HOY Facebook page, the website and to iTicket.



20 Years of HOY

One of the primary themes running locally was that 2018 was the twentieth anniversary of the show being hosted by Hawke's Bay. This was pushed through Hastings District Council, in the show programme and during the event.

HDC printed HOY themed A0 posters and installed these around town. They also commissioned a large corflute photo frame which was installed in the Continental Event Hire Premier Lounge at the show and filled with photos from the past 20 years at HOY.



Social Media

Social Media was a key platform to promote the Land Rover Horse of the Year and engage with visitors, competitors, and new audiences. Facebook was the most utilised social platform, enhanced with a solid presence on Instagram.

The 2018 Land Rover Horse of the Year social media campaign was primarily based around a series of three GIF's lead by a 30 second promotional video. This was backed up by a range of Facebook ads, and targeted advertising to different audiences and a daily wrap video onsite at the event.

GIFS & Video

The GIF's and promotional video were created to kick off the rebrand to coincide with the new naming right sponsor, Land Rover. The material included the launch of the tagline 'everything you love.' The tagline encompasses all elements of HOY, being more than just an event for equestrian enthusiasts and focuses on other elements surrounding the competition including, hospitality, fashion, wine and shopping. These were posted organically, and then run separately as a Facebook ad to target different audiences.



Main promotional video

28,000
Views

33,800
People reached

GIFS

44,000
Views

64,000
People reached

Totals

145,500
Total video views

51,400
Total minutes of videos
watched

Facebook Ads

A range of Facebook ads were delivered in the lead up, promoting different elements of the show. The GIFS and Facebook video were the base of a large portion of the Facebook ads and were promoted to different audiences. All of the Facebook ads implemented had a direct call to action enticing click through to the official HOY website, or directly to the ticket site. A range of audiences were tested with the Facebook ads alongside different copy and imagery.

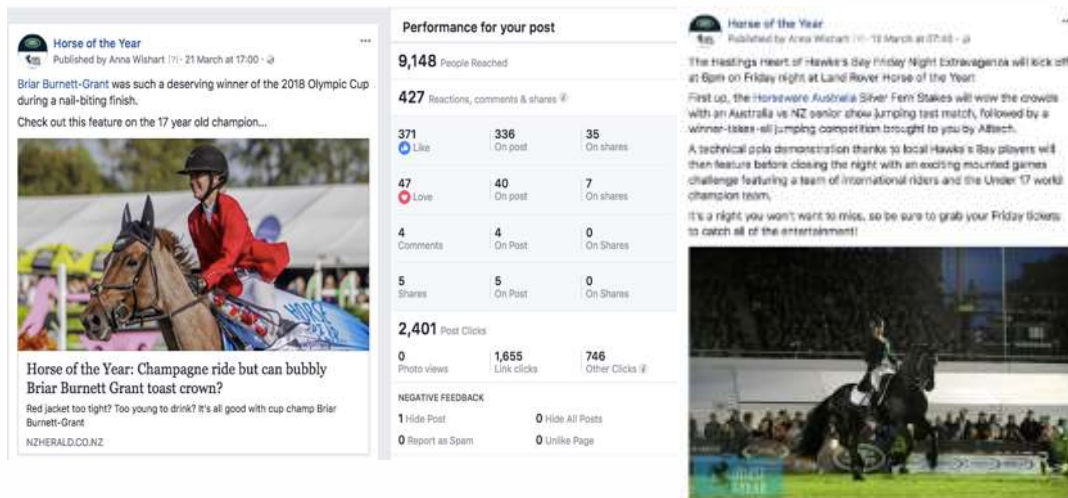
The results showed significant traction being built through this platform.

*Everything
You Love*

Generic Posts

Generic post content included event updates, images from previous events, competitor information and sponsor posts. Generic posts continued throughout the year increasing frequency as the event drew closer. The HOY organic posts have a high organic reach of 2000+ which is high for Facebooks current algorithms.

- Organic posts reaching up to 33,200 people on a single post
- Over 1000 new page likes since January 1st 2018



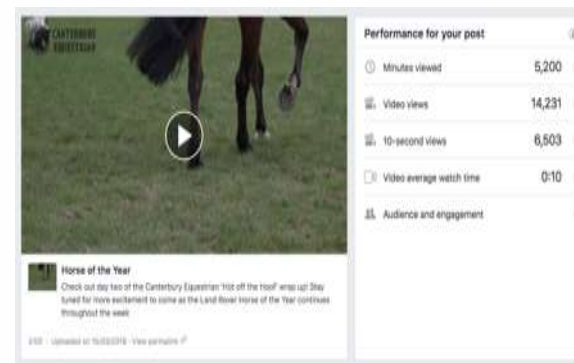
Instagram 'stories'

Instagram stories were a popular medium to utilise, especially during the show. Throughout the day videos and imagery were posted to the official HOY Instagram story showcasing different elements of the event and offering an insight into the event. This not only showcases the event, but also creates a sense of missing out by only offering short snapshots. These were very successful with each addition to the story being viewed on average 1000 times.

Canterbury Equestrian 'Hot of the Hoof' daily wrap videos

The Canterbury Equestrian daily wrap videos were posted daily offering an overview of the day's highlights, interviews with winners and a preview of what was to come. These acted as a promotion tool to encourage attendance, and also a way to keep people up to date with the show.

- Canterbury Equestrian Daily Wrap Videos – combined 37,000 views & 91,000 people reached



Everything
You Love

Community Engagement

'Resene Colourful Schools Banner Competition'

Following on from the success of the launch of this competition in 2017, the Resene Colourful Schools Banner Competition returned bigger than ever. Due to the popularity of the competition, kindies were also invited alongside primary schools to be involved and an invitation was extended to take part.

The purpose of this was to drive engagement within the local community and expose students to the event. Schools from across the region entered and their banners were displayed throughout the show. The children were also invited to attend the show and parade their banners during the Friday night show.

School HOY Open Days

For the first time, HOY extended an invitation to local schools to attend the show as part of a guided open day. This was offered in two sessions on the Tuesday and Wednesday of the show and 210 students and teachers attended. The schools were met by a HOY staff member, given an overview on the show and then taken on a guided tour around the grounds. The participating schools loved their day out with many asking for return visits in 2019.



Feedback from schools

'The Kids LOVED it!' - Havelock North School

'Thank you for the experience' - Waikaremoana School

'The girls had a fantastic time at the open day on Tuesday' - Argyll East School

'The kids really enjoyed it!' - Mangateretere School



210

Attended Open Days



24

Banners created for the banner competition



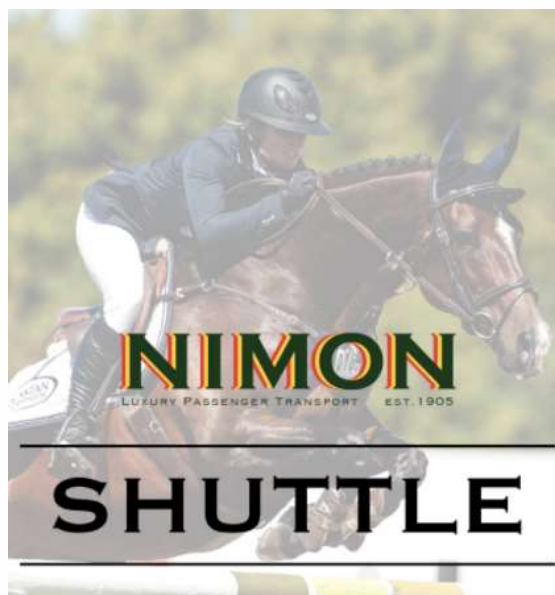
Everything
You **Love**

Community Engagement

Hawkes Bay Residents 'Two for One' Offer

For the second year, a 'two for one' ticket offer was sent to Hawkes Bay residents inviting them to attend the event and drive community engagement

This was sent to over 20,000 letter boxes via Napier City Council and sent electronically to local databases throughout the Hawkes Bay. This offer was bought to the residents on behalf of our key local sponsors who had branding included on the ticket offer.



Grab One Offer

A Grab One offer was promoted in March, offering a combined ticket package which included tickets to the show and the brand new Cup Day event. This drove event awareness and also ticket sales to HOY and was promoted in the Hawkes Bay and surrounding regions.

Free Nimon's Shuttle

Returning in 2018 the free Nimon's shuttle offered rides to and from the show. Nimon's Transport provided a free Shuttle Bus service for all HOY riders and ticket holders to and from the A & P Showgrounds to Hastings and Havelock North.

Pony Club Promotion

A national promotion targeting all Pony Clubs was run in the lead up to the event with the objective to engage the future stars of equestrian and give them an opportunity to experience the Land Rover Horse of the Year.

The promotion was run through Facebook and the clubs were required to post a photo of their Pony Club with a #RoadtoHOY sign and upload it to our page. The winning photo with the most 'likes' won a HOY Experience for 20 of their members. The prize was won by Kawerau Pony Club who were thrilled with the opportunity to attend HOY.



*Everything
You Love*

PR:

Regular press releases were sent out to a variety of media channels, and were picked up on particularly during the event. In addition, Hawke's Bay Today was excellent this year with daily articles on what was happening before, during and after the event. Their coverage often spanned multiple pages and offered significant local coverage.

The show also featured heavily online through avenues including Stuff.co.nz, Scoop, NZ Herald via Hawke's Bay Today and local online news agents.

Equestrian magazines Show Circuit and NZ Horse & Pony both covered the event widely and as well as posting regularly online and over social media during the event both published many pages of interviews, photos and wrap ups in their magazines.

The event featured on several television stations including One News, Three New, Maori TV and Sky Sport.

My Hastings featured the event twice leading up to the show, and premium magazine Living Hawke's Bay also did a multiple page feature in their Autumn issue.



Everything
You Love

TV Coverage

The Land Rover Horse of the Year had prominent features on each main News Channel including News Hub, One News and Maori TV.

News Hub

News Hub journalist, Karen Rutherford visited Horse of the Year and conducted a feature for the 6pm news. This story covered action from the show and included interviews with Burghley Event Director, Liz Inman and well-known equestrian family the Pottinger's who had three generations of top level riders attending the event.

One News

One News also had a feature on the event during their 6pm program. Sean Hogan covered a range of elements of the event and included interviews with the event director, stabling managers and Olympian Clarke Johnstone who was using the event as a key event for preparation to compete in the World Equestrian Games in North Carolina later this year.

Sky Sport

For the first time, Sky Sport hosted the Land Rover Horse of the Year live on Sunday. Sky featured 3.5 hours of HOY coverage including the Olympic Cup live to viewers. This is the first time HOY has been live on TV and offers brand new opportunities for additional exposure and growth of the event. TV Packages were offered to key sponsors and many included adverts and logos to be showcased during this feature.

Horse enthusiasts hit Hawke's Bay as equestrian's showpiece event gears up



Horse of the Year attracts thousands of riders from around New Zealand.
Source: 1 NEWS



Everything
You **Love**

TV Coverage cont.

Maori Television

Maori Television showcased HOY with two different stories via their TV channel. One feature was on on Maori rider and 2017 Olympic Cup winner, Lily Tootil who shared her experience at the show and plans for the future, while the second story was based on the whole show and impact it has on the region and those attending.

Fanimals

Fanimals is a newly launched kids television show that is on daily at 4pm on TVNZ Channel Two. Fanimals features a huge range of animals and kids from all around New Zealand, including competitors at the Land Rover Horse of the Year. HOY has featured on two Fanimals' episodes and followed 12 year old Milly Waldin and her pony Ash on their time at the show and an up and coming games rider. These features are also hosted on their website and TVNZ on Demand for future viewing.

Country TV

Popular TV Channel, Country TV has a number of Horse of the Year features and programs across their network. These features were launched in April and continue throughout coming weeks. A number of different classes and elements of the show feature.



Horse of the Year celebrates 20th anniversary

8:48pm, Wednesday 14 March 2018, By Anna Treacher



Horse of the Year champ back in the saddle

12:51pm, Thursday 15 March 2018, By Anna Treacher



Everything
You **Love**

Major Title Winners

Olympic Cup – Briar Burnett-Grant & Fiber Fresh Veroana

Grand Prix Dressage Horse of the Year – John Thompson & JHT Antonello

Land Rover 3* Eventing – Clarke Johnstone & Balmoral Sensation

Farmlands Pony of the Year – Olivia Apatu & Alasaan Arzu

Horseware Silver Fern Stakes – Clint Beresford & Emmaville Jitterbug

Ultra-Mox Lady Rider of the Year – Lisa Cubitt & Mentawai Sentana

Premier Stakes – Daniel Blundell & Athena NZPH

Bayleys Real Estate Young Rider of the Year – Emily Hayward-Morgan & Yandoo Lady Gold

FMG Norwood Gold Cup – Tom Tarver-Priebe & Popeye

Fiber Fresh Junior Rider of the Year – Brigitte Smith & Corlinka

Prydes EasiFeed Show Hunter of the Year – Jo Craddock & Dawn

2* Eventing Championship – Abby Lawrence & Anonymous



Everything
You Love

Media

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12015409

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12014508

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=11990584

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12014200

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=12009504

<http://www.scoop.co.nz/stories/CU1803/S00285/horse-of-the-year-olympic-cup.htm>

<https://www.stuff.co.nz/sport/102483916/young-gun-shoots-to-the-top-of-the-show-jumping-world>

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12013679

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12015444

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=12016467

http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12014784

<https://www.stuff.co.nz/waikato-times/news/taupo-times/102140504/taup-girl-heading-to-horse-of-the-year>

http://www.nzherald.co.nz/equestrian/news/article.cfm?c_id=40&objectid=12014799

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=12012882

<http://www.newshub.co.nz/home/money/2018/03/60-000-descend-on-hawke-s-bay-for-horse-eventing-competition.html>

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12015313

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=11989797

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=12010592

<http://www.voxy.co.nz/sport/5/306222>

Everything
You Love

Media cont.

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=12016578

<https://www.maoritelevision.com/news/sport/horse-year-champ-back-saddle>

http://www.nzherald.co.nz/equestrian/news/article.cfm?c_id=40&objectid=12011331

<https://www.maoritelevision.com/news/sport/horse-year-celebrates-20th-anniversary>

http://www.nzherald.co.nz/wanganuichronicle/midweek/news/article.cfm?c_id=1503658&objectid=12018623

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=12012843

<https://www.stuff.co.nz/national/102216214/horse-of-the-what-townie-reporter-let-loose-at-the-equine-worlds-big-annual-event>

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=12011907

<http://www.scoop.co.nz/stories/SP1803/S00002/golden-day-for-tom-and-popeye-at-horse-of-the-year.htm>

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=12012520

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=12008875

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12014918

<http://www.scoop.co.nz/stories/AK1803/S00377/schools-line-up-for-hoy-experience.htm>

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=12002270

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12015379

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12017551

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12012920

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=12014453

<https://www.stuff.co.nz/the-press/news/mid-canterbury-selwyn/102476811/finding-the-path-to-her-dreams>

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=12015127

*Everything
You **Love***

Media cont.

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12014387

http://www.nzherald.co.nz/equestrian/news/article.cfm?c_id=40&objectid=12009595

http://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12011435

http://www.nzherald.co.nz/hawkes-bay-today/sport/news/article.cfm?c_id=1503460&objectid=12012111

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=11951291

http://www.nzherald.co.nz/easter/news/article.cfm?c_id=1500989&objectid=12021876

<https://www.stuff.co.nz/timaru-herald/news/102681307/molly-reins-in-the-awards-on-bexley-lodge-tinkabella>

<https://www.stuff.co.nz/nelson-mail/news/102581632/equestrian-solution-for-epilepsy-turns-into-passion-for-winner-of-national-riding-title>



Everything
You Love