



Form No:	IMS-GU-063		V20240206
Issued: 2023-03-11	Reviewed:2024-02-06	Authorised By:	Director - Communications

BACKGROUND

The Australian Trail Horse Riders Association celebrated its 50th anniversary in 2022. From modest beginnings in 1972, ATHRA is today recognised as Australia’s premier representative body for recreational trail horse riders, with members and affiliated clubs in every state.

The Association has built a very positive reputation and a far-reaching network through the services it provides to members:

- Insurance cover for clubs and individual members, for Personal Accident, Personal Liability 24/7;
- Management Liability and Professional Indemnity, and General Liability;
- Advocacy at local, state and federal government levels to promote the interests of recreational horse riders and improved access for horse riding in national parks, forests and other publicly owned land;
- Trail riding management and organisation training and accreditation’;
- Education in horsemanship skills;
- Administrative support and guidance to affiliated clubs.

ATHRA’s reputation has also evolved from its stated Values:

- Professionalism, ethics, honesty and transparency in the administration of affiliated clubs and the Association;
- Respect for the environment;
- Respect for other user groups;
- Equal opportunity;
- Kindness and support;
- Creation of a trail riding environment free of bullying, racism, sexual harassment and all forms of discrimination.

PURPOSE

The purpose of this Guideline is to describe the role of ATHRA Brand Ambassador, ATHRA’s expectations of its ambassadors, and how it will support them.

WHAT IS IMPLICIT IN ATHRA’S BRAND?

- Recreational horse trail riding
- Adventurous outdoor activities
- Family friendly and community spirited
- The industry leader
- High calibre, quality, professional, credible, ethical, honest



WHAT IS A BRAND AMBASSADOR?

A Brand Ambassador:

- Is engaged to endorse or promote a particular organisation's products or services;
- Is formally recognized by the brand as a representative, and helps spread the word of the brand in a positive light, to increase brand awareness and sales (and in ATHRA's case, membership);
- Through what they do and what they say, is (in ATHRA's case) immediately associated with horses in general and horse trail riding in particular;
- Is chosen to be the "face" of the brand;
- Has access to large and diverse groups of people through social media, and a physical presence in the public arena;
- Is an enthusiastic, likeable, positive and outgoing individual with a considerable social media presence and a medium to large sized network. He or she presumably is already familiar with and endorses the brand being represented;
- Shares the organisation's Values.

ATHRA BRAND AMBASSADOR REWARD AND RECOGNITION

Reward and recognition can be any or all of the following:

- Provision of ATHRA-branded merchandise relevant to the Ambassador's circumstances;
- "Cash or kind" sponsorship of the Ambassador's chosen activity or charity;
- Publicity on ATHRA's social media sites and print publications.

CONDITIONS OF ENGAGEMENT

The ATHRA Brand Ambassador is required to:

- Act at all times in a manner consistent with the Association's Values;
- Promote the benefits of ATHRA membership to the best of their ability;
- Assist enquirers to make contact with ATHRA;
- Ensure their conduct does not damage ATHRA's reputation and bring it into disrepute.

Failure to meet these conditions will be cause for ATHRA, at its absolute discretion, to terminate the engagement of the Brand Ambassador.

The term of the engagement between ATHRA and the Brand Ambassador shall be agreed by both parties but should be no longer than 12 months, after which time the parties shall agree a new term of engagement and the conditions attached to that new term.