

# VICTORIAN ENDURANCE RIDERS' ASSOCIATION INC.

## DIVISION ASSOCIATION MANAGEMENT COMMITTEE MEETING (DAMC)

### AGENDA

Date 03/03/2026

Time 7.05pm

Location Teams

**1. WELCOME BY PRESIDENT**

**2. PRESENT**

Shannon Decker, Helen Spencer, Martin Mizzi, Damien Little, Kerrie Gabb, Erin Steinbacher, Jess Francis, Candy Chester.

**3. APOLOGIES**

Donna Nicholas, Sioux Reid, Virginia Reichenbach, Linda Walkingshaw

**4. VISITORS**

None

**5. Reports continued**

**5.1 Bookkeeper - Kerrie Gabb**

Bookkeeper's Report

**Prepared by:** Kerrie Gabb

**Date of Report:** 21 02 2026

**Meeting Date:** 24 02 2026

#### **Audit Update**

- Audited financials were supplied to the committee for the 2025 AGM

#### **Bank Account Updates**

- The signatories have been changed, the leaving president has been removed and the new president has been added, also the vice president has been changed from a view only to a signatory.

- The old logbook membership account has now be updated as is a card account, to allow for payment of accounts that need cards attached, see table below, please advise if these accounts can be hooked to the card, save doing reimbursements to members when it comes off their personal cards.

Name	Purpose	Due	Last Cost
Microsoft 365	Office for sec laptop	March	\$179
Intiut Renewal	Bookkeeping Software	Oct	\$312.99
Hosting Australia	Core Web Hosting	Jan	\$190.80
Hosting Australia	SSL Certificates	Dec	\$90.34
Hosting Australia	SPAM Filtering	April	\$119.00
Hosting Australia	Domain Registration	April	\$30.35
Consumer Affairs	Financial statements	Jan	\$50.40

### Financial Statements

- At time of doing the reports both the ride application forms are still outstanding and need to be resolved for finalisation of reconciliation.

### ✦ Outstanding Items

- **Ride Application Fee Form – Paul Nugent**
  - Amount: \$120.00
  - Status: Form required
- **Ride Application Fee Form – Lake Hindmarsh Ride**
  - Amount: \$120.00
  - Status: Form required

### ✓ Action Items for Committee

- Assist in locating and forwarding the missing documents listed above

### Reports Supplied

Report Name	Period / Details
Balance Sheet YTD	As at 22/02/2026
Profit & Loss Statement YTD	As at 22/02/2026
Profit & Loss since last report	30/11/2025– 22/02/2026
Bills per Treasurer's report	To 22/02/2026
Other incoming Bills	To 22/02/2026

Outcome: The missing items had been received since the writing on the report and the meeting being held, also Kerrie to create a policy around the usage of the card account.

**Motion No.(1) 03030224:** To accept the bookkeepers report

**Moved:** Damien Little

**Seconded:** Helen Spencer

**Carried:** Y

## **5.2 Assets Officer –**

No portfolio holder at this stage

## **5.3 Horse Welfare Officer – Martin Mizzi**

Swabbing requirements for the year have been arranged.

## **5.4 Logbook Registrar – Bronwyn Cuthbertson**

AERA has delivered the logbooks and I have made inroads in the supply with the start of the year flurry of novice logbook applications and owner transfer. Some riders have remembered to send in their annual logbook return.

As I have detailed in previous emails, I have concerns about how to follow the new AERA logbook rule for horse ID.

AERA has attempted to explain the rationale behind the rule change and seem to believe that the Chief Steward horse ID check at a ride will be adequate for verifying the horse ID (completed by a rider) when upgrading to endurance. However, they have worded the rule change that the CS has to also verify a Vet ID. For Victorian horses, who may not get a microchip until qualified, this means they cannot have a completed ID for a logbook upgrade until they again see a CS, so will have to do a further novice horse ride presentation for the CS verification for me to accept the horse ID for the upgrade.

AERA does not seem to see the need for the CS to actually document that they have confirmed the horse ID. All a bit adhoc for me. I have forwarded these concerns to AERA.

I have reviewed the VERA logbook application forms to accommodate the new AERA rule wording as it currently reads.

I have created a separate form for novice and endurance logbook applications.

I have also reviewed all the logbook forms and updated the format.

I have reviewed the logbook prices against the other states and we are average for logbook fees. We are currently making money from logbooks and I do not think we can increase logbook prices at this time. Currently express post is \$9.12 each logbook, we included \$10 to cover this in the logbook fee.

Outcome – Helen has reviewed forms, Kerrie to review and get published on website

**Motion No.(2) 03030224:** That the report has been received

**Moved:** Damien Little

**Seconded:** Kerrie Gabb

**Carried:** Y

**5.5 Merchandise Officer – Shannon Decker**

No report received

**5.6 Point Score Officer – Bek Williamson**

No report received

**5.7 TPR/ Vet Coordinator – Russell Gillingham**

No report received

**5.8 Grievance Officer – Bek Williamson**

No report received

**5.0 Governance Sub-committee**

No portfolio holder at this stage

**5.10 Webmaster – Mark Gabb**

 Task Status Update

Task	Completed	Comments
Server Performance Checks	✗ Warning	All systems are as up to date as possible, no longer tracked
Email Space Checks	✓ Yes	Secretary and Logbook accounts at almost 90%
Security Updates & Patches	N/A	No further patches able to be applied
New Website	✗ Pending	Refer to notes below
Billing	✓ Yes	No outstanding items
Minutes	✓ Yes	Current as of 1/1/2026
Vera Committee Access	🛑 On Hold	Contingent on new website setup

 New Website

No progress has been made since details were submitted to Simon on 10/3/25 regarding establishing a location for video uploads. This will need to be revisited. I'm Happy to continue work on a new version of the website, but I need someone who is willing to commit to the process and work with me to tell me how the committee wants it to look.

 Website Status

The most recent round of website updates has been completed. However, ongoing updates remain inconsistent due to the increasing complexity of maintaining content. The site's outdated infrastructure continues to present technical challenges—particularly with uploading media, which has become nearly impossible without further backend development.

 Sponsorship Clarification

Historically, I've been advised that VERA does not engage in or represent ride sponsorship. However, I received a request before Eldorado to post a sponsorship thank-you message. Can we please confirm whether this marks a shift in VERA's stance?

Sponsorship and partnerships

I am willing to start work on looking for sponsorship opportunities and digital partnerships that could benefit the sport moving forward. But I need to discuss with the committee, what they are willing to give in order to receive that.

There are a number of groups who might be interested in helping us out with money, funds, digital licenses and other help, but we need to know what we are willing to give in return.

Things like Trailer Signage, how much and where we are willing to put it. Signs at rides, naming rights to rides. The ability to have digital signage on the website and social media.

Case studies and looking at what other options are possible

I would be happy to speak to someone from committee on this if they are interested. Ill attach to this report the kind of proposals I'm thinking about.

Final Note

With a new committee and a new group of people, I want to request again that there is someone I work with from the committee that is interested in publishing and putting content out there.

Over the last 2 years traffic to the website has dropped by over 80% this is mostly because the website is not kept current with information about the sport and committees doing.

We need news and we need to put things up there, otherwise no one will be able to find the site.

- Attachment – Draft Proposal for sponsorship digital partners

Discussion was had re the sponsorship and that we will respond to Mark when he puts a proposal up. We can look at cross posting and embedded feeds. Damien to contact the webmaster.

5.11 Social Media – Jen Green

Nothing to report

5.12 Membership – Wendy Riha

# VERA Membership Register Report

VERA current memberships as at 31 January 2026

Wendy Riha Membership Registrar

	2025 EOY	Male	Female	2025 YTD	Male	Female	2026 YTD	Male	Female
Adult rider	113	28	85	39	3	36	36	3	33
Junior rider	9	1	8	2	0	2	1	0	1
Associate	2	0	0	0	0	0	1	1	0
Intermediate	10	2	10	2	0	2	1	1	0
Junior Intermediate	1	0	1	0	0	0	2	0	2
Life	3	1	2	3	1	2	3	2	1
<b>TOTAL</b>	<b>138</b>			<b>46</b>			<b>44</b>		

**Motion No.(3) 03030224:** That the membership registrar report has been received

**Moved:** Damien Little

**Seconded:** Jess Franics

**Carried:** Y

**5.13 Aera Delegate – Sioux Reid**

No report Received

**5.14 Honorary Vet – Narelle Cribb**

No report Received

**5.15 TQ Sub Committee**

No Portfolio holder at this stage

**5.16 Newcomer Support Group – Erin Steinbacher**

No Report Received

Erin was at the meeting, so a discussion was had, Jess has now joined in the support for this portfolio. Also Ang Lea did a demo at the Stawell PC re endurance. Discussion was had re doing paper flyers etc.

**5.17 Instagram – Ashely Van Leeuwen**

**VERA Instagram Report**

**16/02/2026**

**Report Period:** 18<sup>th</sup> of Nov 2025 – 16<sup>th</sup> Feb period 2026 ( 90 day Month Period)

**Overview:**

This report is from the 18<sup>th</sup> of November 2025 – 16<sup>th</sup> of February 2026. During this period, the previous Vera Instagram Page content creator – Angela Lea has resigned and stepped down from this role on January 16<sup>th</sup> 2026. There has then been a transition between Angela Lea to the new VERA Instagram Page Content Creator Ashleigh Van Leeuwen.

While there has been a change over of content creators, the heart and vision for the account still remains the same; to share, expose, remind and celebrate events, achievements, horse and riders from within the Victorian Endurance Riders Association.

**Key Insights:**

Page Following:

The VERA Instagram Page has been active for over 44 weeks and there is a continuation of growth with now having 210 followers. This highlights an increase of 10% from the last report. This is an encouraging sign to have more accounts that are consistently reached however, a large majority of the interactions on the page are from non-followers.

Views of Page - Just Under 10k Views in the last 3 months

- 60% of those from non-followers

Top content –Ben Riebeling’s journey on 15<sup>th</sup> Jan (Ang Lea Post)

- Over 1.1k views
- 50 interactions on the post

Content created

19 posts were created over the 3 month period.

- 6 Carousels
- 2 Reels
- 11 Stories

### **Post Overviews:**

An Average of Over 350 views over 7 posts within the last 90 days

- Carousal Posts are Most Receptive (photo montage over multiple pages)
- Reels/videos are also popular
- Stories only seem to reach mainly those who are following so this seems to be a less receptive way currently to broadcast information.
- Collaboration post are effective as these reach a larger audience

While looking across the account, it is encouraging to see consistent interactions with some key sponsors to the sport such as CEN and Radicon. Enhancing the online awareness and interactions will not only continue to help to grow the sport through more riders/members but also to gain more investment through sponsorship.

### **Actions Needed:**

Due to the Resignation of Angela Lea, there are a few inhouse aspects that will need to be addressed within the handover.

There will need to be some Instagram Account details that are changed, as they were previously set with Angela Lea’s DOB, her Phone number as well as her previous DAMC email address to committee member 1, that is no longer in use.

While most of this can be done through the Instagram Account to change a few of these smaller details, it would be ideal to have a new email address set up for the Instagram account for any needs to make changes to the account in the future, a change over of content creators or other access eg; Forgotten or password resets.

### **Other notes:**

I would also like to recreate a similar concept to some of the other states content, in particular, I would like to do an insight into each role within the committee and the people within these roles. The aim behind this is to highlight that there are more ways to connect and be involved within the sport not just riding, as well as to create promotion of some key roles that we wish to see some more people willing to step into the committee.

This is currently being done by SAERA. It brings across a level of personal connection and understanding of not only the person but how they are involved in endurance riding.

Overall, there is continual growth and exposure within the page. Once the season kicks off there will be a continuation of reminders, updated, celebrations of achievements and insights into all things around endurance riding in Victoria and its members.

Ashleigh Van Leeuwen

#### **5.18 Insurance/Assets**

No Portfolio Holder at this time

### **6. LATE ITEMS**

#### **6.1 Thankyou to Linda Tanian via email from Nicole Porter.**

**Motion No.(4) 03030224:** VERA officially thank Linda Tanian for stepping in to Chief Steward the Eldorado Season Step-in Ride at short notice. She sacrificed her own ride on the weekend and provided a great support to ensure the ride was run.

**Moved:** Damien Little

**Seconded:** Martin Mizzi

**Carried:** Y

#### **6.2 AERA special resolutions for the AGM.**

No change from the VERA perspective.

#### **6.3 CS portfolio**

This needs to be someone who is going to be capable of logging into AERASpace to manage the incumbent roles. Damien has taken on the role.

#### **6.4 Reimbursement Forms**

They need a date and a reminder to members of the timeline of reimbursement submission

#### **7.0 NEXT TWO MEETINGS:**

Next meeting to be a face to face. Damien to get a poll happening so the committee members can choose which date suits better. Options are weekend of 11/12 April or 18/19 April.

Online Meeting 12/05/2026 7pm

**8.0 MEETING CLOSURE** 8.12pm

DRAFT